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IDG	Cartoon caption contest winners named

MARCH 26, 2001

PC World, Darwin take home Neal Awards
Rich Marino rejoins IDG as CEO at **The Standard**
IDC launches global marketing training program
IDG Sweden site helps professionals moving to New York
Kirk Campbell, Troy Anderson named to "E-Champions" list
IDG Recruitment Solutions' Donna Kent thrives on variety
Executive Q&A: **Philippe de Marcillac, IDC senior VP/International**
New address for **IDC Norway**
Try your hand at the latest cartoon caption contest

APRIL 2, 2001

IDC Directions conference boosts customer relationships, sales
Latin America CW/IW product line meeting fosters regional excellence
IGS, IDC team up for Latin America Exchange 2001
IDC's Telecoms Forum in Rome focuses on broadband technologies
PC World Italia comes on strong in first quarter
Short takes: **Bill Reinstein** in the Folio 40; **IDC Latin America**'s press clips surge; **PC World** is No. 1 (again) in overall paid circ
Spotlight: **JavaWorld**
Celebrating 10: **InfoWorld's Reinelle Hicks**

APRIL 9, 2001

Second Asia Pacific Online Meeting is **GWSC**'s largest ever
IDG launches Chinese edition of **The Industry Standard**
tecChannel launches special print version of its Webzine
Computerworld launches bimonthly ROI supplement
IDG Bulgaria forum looks at IT in insurance, pensions
IDG Japan launches first UML Forum
PC World employees pitch in for public TV
Executive Q&A: **IDG President/CEO Kelly Conlin**
Celebrating 10: **Network World's Dan Gentile**

APRIL 16, 2001

CXO Media sponsors second Internet Security Policy Forum
Computerwoche reinvents self to reflect reader, technology changes
JobUniverse launches new microsite on GWSC
Industry Standard Europe ends publication; Web site to continue
IDG Global Solutions is lead sponsor at Baptie's Latin American forum
IDC Japan welcome Managing Director **Masato Takeuchi**
IDG Norway's Magne Lein wrote the book on IT
Registration for **PC World** Product Line Meeting still open
IDC employees invest time in area food banks
Executive Q&A: **Kit Gould, IDG Ventures Europe** general partner
Contest: Where in the world are these buildings?

APRIL 23, 2001

IDG Spain celebrates 20 years of dominance in local market
Job sharing helps employees balance work, family
IDG News Service correspondents converge on CeBIT
On the job: **PC World Account Manager Leslie Piper**
Executive Q&A: **Computerworld president and CEO Alan Guibord**
IDG Australia and IDC employees win World Update survey drawing
Don't forget: Mystery Building contest continues

APRIL 30, 2001

IDG.net signs Google to provide enhanced search capability
PC World, InfoWorld, Macworld capture Maggie Awards
IDC emphasizes economic analysis in new global program
IDG Central unveils new and improved information resources for employees
IDG's Canadian partner changes name to **IT World Canada**
CIO Korea celebrates its 100th issue with awards program
IDC contributes $3,115 from Directions to diabetes association
Executive Q&A: **Andrew White, president, IT World Canada**
Off line: **Network World's Paul McNamara** wins cartoon contest

MAY 7, 2001

IDC's eWorld survey shows e-business didn't collapse in dot-com crash
Reader demand spawns **NetSmart** training and education portal
Hungry Minds' Frommers.com earns Webby Award nomination
IDG Denmark's JobWorld site takes its ad campaign to the streets
Four **IDG** products included in BtoB Media Power 50 list
Peter Cernik builds visibility for **CW Venezuela** on IT-focused radio talk show
Executive Q&A: **IGS' Kumaran Ramanathan** on service level agreements
New cartoon caption contest
Check out seven of the 27 Webby Award categories

MAY 14, 2001

Network World teams trade ideas at product line meeting
Grassroots effort to boost total **IDG** ad pages gets big results
PC World, Network World launch seminar series for SMBs
IDG World Expo expands 2002 lineup with five new events
IDG New Zealander talks tech with monks in Nepal
Executive Q&A: **Heather Wills, IT Media (South Africa)**
Celebrating 10: **InfoWorld's Nancy Robinson**
Know your holidays: Constitution Day (Norway)

MAY 21, 2001

Pcadvisor.co.uk is No. 1 among U.K. PC magazine sites
Computerwoche introduces brand awareness survey
IDG Brazil's Web site takes top honors in awards competition
IDC convenes global Investment Research Services team
Computerworld names finalists in Honors Program
Join the **IDG** in the Boston AIDS Walk on June 3
Spotlight: **IDG Paper Services**
Celebrating 10: **Patricia Smith, IDG World Update**

MAY 28, 2001

CW's Storage Networking World boasts $1 million revenue increase
PC World readership largest of any business, technology title in U.S.
The Standard partners with Stanford for high-end business training
19 sponsors line up for **IDG Bulgaria**'s Banking IT Forum
PC World Product Finder combines product, buying info
IDC sponsors Take Your Children to Work Day
InfoWorld's volunteerism strengthens in-house bonds
Spotlight: **IDG Paper Services** (part 2)
Celebrating 10: **CXO Media's Cheryl Asselin**
And the winner of the Webby tickets is....

JUNE 11, 2001

Computerwelt Austria celebrates 15 year with redesign
Computerworld Poland's Top 200 Report generates record profit
IDG Italy serves as media partner for SMAU's enterprise expo
IDG Sweden launches M3-Maxi Mobile Magazine
IDG Italy provides free virus protection to its Web site users
InfoWorld execs' no-frills camping offsite yields big results
IDC's Marianne Nichols honored for special-needs mentoring
IDC silent auction raises $5,500 for Project Peru
Executive Q&A: **InfoWorld President & CEO Robert G. Magnuson**
Who let the dogs out? Canine jokes abound in latest cartoon contest

JUNE 18, 2001

PC Advisor uses online research to test best-selling cover designs
Vortex draws industry leaders for jam-packed 3-day program
IDG's Online Directory has quicker access, better search engine
PC Welt takes flight on Eurowings
"Personal Finance **For Dummies**" wins award
IDGers, clients eligible for **IDC European IT Forum** discount
Executive Q&A: **InfoWorld President and CEO Bob Magnuson**
Contest: What kind of a 5-minute vacation do you take to de-stress?
Test yourself: guess the launch years for IDG's flagship titles

JUNE 25, 2001

CIO Best Practice Exchange catches on with high-level CIOs
IDG journalists, analysts, publications named most influential in IT
First **JavaWorld Japan** draws capacity crowd
IDG NZ adds to cache of Qantas Media Awards
Locate **IDG** editors via online directory
IDGers raise funds in California AIDS Ride
IDC cheers on Red Sox
IDGers donate food for local shelter
Back to basics: Conference planning
New cartoon contest

JULY 2, 2001

IDG collects unprecedented 32 awards at ASBPE 2001 awards
LinuxWorld Expo/Tokyo is springboard for magazine launch
CIO Canada writers honored in prestigious national awards
Hungry Minds title advises entrepreneurs on growth
Macworld U.K. awards draw record-breaking crowd of 420
IDC's Storage Forum growth reflects industry boom
Webby Awards tickets for sale
Executive Q&A: **David Hill, IDG International Publishing Services**
Celebrating 10: **IDC's Luisa Bordoni**

JULY 9, 2001

Bob Pinchin succeeds **Martin Taylor** at **IDG New Zealand**
IDG Global Media Institute explores full range of IDG activities
IDG List Services seeks ways to boost sales in tough economy
German readers get DVD cover mount option with **GameStar**
34 **IDC**ers run through Boston in JP Morgan Chase Corporate Challenge
Executive Q&A: **Mac Publishing President & CEO Colin Crawford**
Beach house, canoe and cars are among Marketplace classified ads
IDG Employee Photo Calendar Contest deadline is Sept. 14

JULY 16, 2001

IDC Canada-based program helps clients identify partners
Raimon Gort takes reins at **IDG Netherlands**
Irish licensee purchases NUA Internet Surveys
IDG Poland's Digit sponsors graphic design contest
PCW presents 19th annual World Class Awards
Healthcare Online **For Dummies** helps readers navigate the Web
Four at **IDG Executive Forums** share receptionist survey honors
Employees raise $7,773 for Boston AIDS Walk
Executive Q&A: **IDG World Expo President & CEO Charlie Greco**
Celebrating 10: **InfoWorld Sales Administration Manager Jan Davis**

JULY 23, 2001

IDG Games Media Group's white paper offers in-depth look at industry
PC World global meeting focuses on building business
IDG Ventures Europe announces first investment
IDC U.K. duo runs with the bulls in Pamplona
Terri Bergstrom marks 25 years with **IDC**
Executive Q&A: **IDG President & CEO Kelly Conlin**
Nine employees weigh in with their 5-minute vacation ideas

JULY 30, 2001

InfoWorld CTO Forum fosters community among key constituency
Network World Global Product Support Center Web site goes live
PC World continues to enhance site offerings with addition of PC Pitstop
IDG, eBay announce marketing, cross-promotional program
CXO Web team hones skills helping local non-profit
Executive Q&A: **ITworld.com President & CEO Bill Reinstein**
Off line: **Network World's Ian Lamont** wins cartoon caption contest

The IDG Employee Photo Calendar Contest deadline is Sept. 14! See the Announcements section of IDG World Update Online for full details. Prizes of $250, $150 and $100 await the top three winners.

AUGUST 6, 2001

Online ad optimism reigns at North American Online Meeting
IDG Germany, **IGS** team pique interest in **CIO Germany**
IDG, Reed ink editorial agreement
Executive Q&A: **IDG Communications President Joan Kelly**
TEAM **IDG** forming in Boston to raise funds to fight breast cancer
IDG News Service's Elizabeth Heichler appears on Jeopardy
Plan your getaway with American's National Parks **For Dummies**
Check out the latest cartoon caption contest

AUGUST 13, 2001

Macworld draws largest crowd ever to last month's New York event
Redesigned **IDG CIA** Web site adds new content and features
PC World redesign strengthens print-Web connection
European GameStar publications convene first editorial meeting
The **IDG Competitive Newsletter** makes its Web debut
Executive Q&A: **Pat Kenealy, managing general partner, IDG Ventures**
Running mates sought for NYC and Marine Corps marathons
Celebrating 10: **PC World's Henry Pham**

AUGUST 20, 2001

IDG's 15-country job recruitment site, **JobUniverse**, features enhancements
Fifth **Webby Awards** ceremony shines spotlight on Internet stars
John Wiley & Sons to purchase **Hungry Minds** for $183.5 million
AOL Germany to integrate online content of four **IDG** sites
INROADS internship program brings talented minority students to **IDG**
President's letter: **Kelly Conlin** on the suspension of **The Industry Standard**
San Fran employees volunteer to protect endangered plants
Celebrating 10: **Diana Garza, IDG Global Communications**

AUGUST 27, 2001

PC-Welt honors top vote-getters in Brand Awareness study
Fluegelman interns experience the publishing life at **CXO Media, CW**
Latin American Computerworld site seeks additional partners
IDG World Expo celebrates three years of achievement
IDC and **IT World Canada** co-produce successful conference
IDC recognizes outstanding U.S. salespersons in Q3
Executive Q&A: **IDC EMEA President Roberto Masiero**
San Francisco employees raise $8,430 in AIDS Walk
Celebrating 10: **Peggy Watt, PC World.com**
Don't forget: IDG Employee Calendar Contest deadline is Sept. 14!

SEPTEMBER 3, 2001

Despite slump, optimism pervades **IDG** Sales Meeting
IDG's PR, marketing, research pros gather to share best practices, plan for future
Collaborative sales teams earn World Class Awards
When the selling gets tough, the tough get creative
Forward march! **IDG**'s business unit leaders look to 2002
Executive Q&A: **PC World President & CEO Jeff Edman**

SEPTEMBER 10, 2001

Six **IDG** CEOs share strategies for weathering the current market slump
CIO 100 Symposium and Awards focus on innovation
Executive Q&A: **IDC Chief Operating Officer Vicki Brown**
IDG Games' Natale Russo wins cartoon caption contest

SEPTEMBER 17, 2001

Pan-**IDG** editorial roundtable wows U.S. clients
LinuxWorld Expo reflects maturing market for OS
Solid connections of **IDG** family evident in tragic times
Computerworld Danmark celebrates 20 years
Executive Q&A: **IDC Chief Operating Officer Vicki Brown**
IDG recognizes three STAR Award winners
Photo calendar contest extended to Sept. 21
Business units respond to attack on U.S.

SEPTEMBER 24, 2001

CW's Volunteer IT lines up help for firms affected by Sept. 11 attacks
Network World's new design improves readability
Attendance way up at sixth annual **Vietnam Computerworld Expo**
IDG Hungary's GameStar teams with Samsung at festival
IDG business units rally to aid relief efforts
Stranded **IDG**ers charter bus for marathon trip from N+I
Executive Q&Q: **Ted Bloom, IDG VP, Corporate Controller and Treasurer**
IDCers' cross-country car ride nets over $6,500 for tragedy victims

OCTOBER 1, 2001

InfoWorld Mexico makes high-profile debut
Motivating employees: encouraging success on a shoestring
IDG employees have been getting "Good News" for 33 years
New **IDG** course explores motivating, rewarding on a budget
CXO's Joe Levy adds top spot at CW to responsibilities
Industry Standard assets bought by IDG, AOL Time Warner
JavaWorld.com introduces redesign, enhancements
CW, PCW continue to assist with Sept. 11 relief efforts
Employee Photo Calendar Contest winners announced
Executive Q&A: **Julie Lynch, Human Resources Services Division Director**
Network World employees bond over bocce balls

OCTOBER 8, 2001

IDG Webcast looks at what's ahead for IT market
Computerworld Brazil marks a quarter century
IDG News Service provides around-the-clock coverage in wake of Sept. 11 attacks
IDC honors Q3 Excellence Awards winners
Executive Q&A: **Mike Melenovsky, IDC Sr. VP/Services and Verticals Research**
Canoe, stereo speakers and more for sale in WUO's Marketplace section
Send a caption for the latest cartoon caption contest

OCTOBER 15, 2001

DEMOmobile gathers innovative products, investors
IDG buys back Ziff's share of **Mac Publishing**
IDC's European IT Forum focuses on market recovery
PC World's online tool tests Windows XP readiness
Primer/back-to-basics: **ITworld.com's Ann Roskey** on Webcasting
IDG Heroes: **IDG Communications' Volker Heistermann**

OCTOBER 22, 2001

IDG showcases global strength in ad agency's media gallery
CIO Germany fills need for IT-focused business publication
Finnish licensee produces show daily, new e-newsletter
IDG Hungary celebrates 10th anniversary
CW Singapore Readers' Choice Awards honor excellence
Executive Q&A: **IDG Global Solutions' John O'Malley**
Test your IDG knowledge in IDG's Passport Contest

OCTOBER 29, 2001

CXO Media goes forward with 25th Perspectives conference
IDG New Zealand takes home high honors in annual MPA Awards
PCW Latin America Awards underscore IDG's strength in region
IDG Global Solutions Germany wins IGS President's Award
IDC Latin America builds house, team spirit
IDG Denmark donates $12,200 to brain research center
Executive Q&A: **Open Systems Publications' Michael Borisov**
Celebrating 10: **Computerworld China's Li Liangyu**

NOVEMBER 5, 2001

CXO Poland joins growing worldwide lineup
Partnership with **ITworld.com** helps **IDC** enhance client reach
IDG's Webcast, IT Market Ahead, resonates with viewers
IDG Norway's Business Standard takes flight with SAS
IDC Canada execs collaborate as musicians in off hours
IDG Hero: **Computerworld's Linda Gorgone**
IDC contributions to Sept. 11 fund total $41,985
Executive Q&A: **IDG Global Communications' Jeff DeBalko**
IDG Golf League concludes its fifth year
IDC's Joy Jasper authors book about the USS Arizona
Spirited **CXO** staff celebrates Halloween in style

NOVEMBER 12, 2001

IDG wins 12 awards at 2001 Folio: Show
IDC stages bi-coastal Customer Councils
LinuxWorld event finds receptive audience at European banking fair
IDC's PS&T group celebrates productivity milestone
IDC names Q4 and FY01 sales award winners
Primer: Marketing basics with **CW's Derek Hulitzky**
Shirley Kohn retires from **IDG Germany** after 28 years
Cartoon contest: **ITworld.com's Aaron Read** is this week's winner

NOVEMBER 19, 2001

IDG's three Perspectives on the Future briefings focus on IT buyers
IDC's European Systems Group talks rings around the competition
Irish licensee rolls **LinuxWorld Conference & Expo** into new event
IDG World Expo unveils online conference planner
IDC Book Fair contributes to Windows of Hope Family Relief Fund
GamePro honors employees for outstanding work
Executive Q&A: **IDG President & CEO Kelly Conlin**
Celebrating 10: **China Computerworld's Liu Jiuru**

NOVEMBER 26, 2001

IDC's relaunched intranet quickly gains large, loyal following
GameStar DVD cover mount boosts circulation, revenue
IDG Japan's LinuxWorld event attracts major vendor support
IDG signs new license for **PC World Nepal**
GameStar test-drives five CDs in one special issue
GameStar's movie rolls on
Executive Q&A: **IDG List Services President Deb Goldstein**
IDC Brazil volunteers lend a hand at Sao Paulo orphanage
Celebrating 10: **China Computerworld's Ye Zhongling**

DECEMBER 3, 2001

IDC's revamped Web site strengthens customer ties
Macworld U.K. wins show guide contract, redesigns Web site
IDGNZ's Vincent Heeringa on lessons learned as an editor
IDG Spain organizes eighth **Macworld Expo**
IDG Spain's Francisco Zabala receives honorary title
Feedback: **IDG World Update**'s editors respond to your comments
IDC employees serve at Thanksgiving celebration for AIDS group
IDG France trio finishes memorable New York City marathon
Try your hand at this week's cartoon caption contest

In the interests of cost-savings during the current economic climate, IDG World Update is borrowing a page from some other IDG publications and temporarily reducing frequency during the relatively slow news months of December and January.

IDG World Update will be published on Dec. 17, Dec. 31 (which will be the annual "Year in Review" issue), Jan. 14 and Jan. 28. Please continue to forward news, story ideas and comments throughout this period to world_update@idg.com. In February, we will resume regular weekly publication.

DECEMBER 17, 2001

Breakfast briefing introduces **IDG**'s foray into life sciences market
BioITWorld Conference & Expo signs 45 exhibitors; more on the way
Bio-IT World publication finds a market niche
CW's Storage Networking World triumphs despite tough economy
Storage Networking World expands to Europe
Second **SNW/Tokyo** registers major growth
IDG Australia's Mark Hobson named top media rep
PCW Espana named one of Spain's best magazines
IDC expands Indonesian presence in midst of growing market
Executive Q&A: **IDG Games Media Group's John Rousseau**
InfoWorld, IPS team up for giving tree
Network World employees volunteer at food bank
Celebrating 10: **China Computerworld's Lu Zhenbo**

DECEMBER 31, 2001

IDG annual "Year in Review" issue

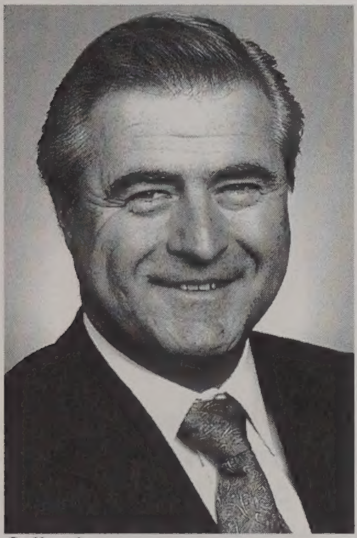
IDG World Update

1 JANUARY 2001
VOLUME 31, NUMBER 1

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Alan Guibord tapped as CEO at Computerworld



Guibord

Alan Guibord has joined Computerworld as chief executive officer, based in the

continued on page 5

IDG named one of *Fortune*'s best places to work

IDG employees know this company is a great place to work, and now one of the foremost business publications in the U.S. thinks so, too. For the first time, IDG made *Fortune* magazine's prestigious list of the "100 Best Companies to Work For" in the U.S. Ranked No. 25, IDG is the only technology media company included on the list, which is featured in the Jan. 8 issue.

Fortune notified IDG on Dec. 18, which enabled IDG Chairman **Pat McGovern** to deliver the big news at the holiday party for Boston and Framingham, Mass.-area employees that night.

"We are thrilled to be named one of *Fortune's* Best Places to Work," said IDG President and CEO **Kelly Conlin**. In an e-mail to business unit presidents, Conlin recognized the employee recruitment and retention challenges all have faced during the past five years. "You have responded admirably: from improved communications, better career planning, creative benefits, flexible work styles – whatever it takes – to ensure that your business unit was an outstanding place to work. The efforts you have made and progress you have achieved to keep IDG a vital and thriving company, focused on excellence in our culture and in our results, is a fitting way to celebrate this holiday season."

Applicants to *Fortune's* list go through a rigorous evaluation process. IDG's odyssey began in April, under the direction of Corporate Communications Manager **Sarah Hansen**, with a three-page letter. After that application was accepted, Hansen, with the help of Corporate Benefits Manager **Cheryl Talamini** and Vice President of Corporate Human Resources **Karen Budreau**, completed the Great Place to Work Culture Audit, a human resources questionnaire with more than 100 open-ended questions about the company's workplace practices, philosophy and work environment.

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Redesigned Channel World offers advertisers more useful, dynamic site

With 26 publications in 21 countries focused on serving the needs of readers and advertisers in the indirect channel throughout the world, IDG in 1998 established a Global Product Support Center to promote global collaboration and information sharing among these reseller publications.

*The Channel World team (l-r): **Oliver Kurz**, GPSC assistant; **Silvia Sprenger**, GPSC manager; **Alessandro de Bochdanovits**, publisher of ComputerPartner and head of the GPSC.*

Under the direction of Computerwoche Verlag GmbH in Munich, which publishes *ComputerPartner* for the German reseller market, IDG's Channel World GPSC represents a network of publications that currently reach some 3.1 million readers around the world. Each IDG publication in the product line carries a uniform logo on the top right-hand corner of the cover.

Unique among IDG GPSCs is Channel World's dedicated Web site, www.idgchannelworld.com, originally launched Feb. 5, 1999. The site offers interested marketers detailed information on the individual publications within the product line. Recently, this site underwent a major update resulting in an easier to navigate, more useful, and more dynamic tool for potential advertisers.

"One main reason for the complete overhaul of the Web site was to keep current with the increasingly rapid pace of change on the Internet," explained **Alessandro de Bochdanovits**, head of the GPSC.

continued on page 2

Growing IDC Latin America relocates to new office space in Miami

JAVIER SOTOMAYOR

IDC Latin America staff members have ample room for group photos in their new quarters.

IDC Latin America's Miami staff moved to a larger regional headquarters office late last year. On Dec. 7, the group toasted its new space with margaritas and a mariachi band. Olé!

Among the group's recent activities was its first sales summit focusing on global selling of IDC products in Latin America. Sales executives from IDC offices in Brazil, Colombia and Venezuela came to Miami to learn more about how to sell regional and worldwide IDC products in their own countries. Across the Atlantic, IDC Latin American teamed up with IDC Spain to host a two-day summit meeting to explore how the offices can collaborate and sell more Latin research in Europe.

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Miami, FL 33166

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Fax: +305-267-2617

ChannelWorld

continued from page 1

"During the course of the overhaul we were also able to install new tools that make it easier to keep information up to date, because only an up-to-date presentation of our product line will guarantee its success. The number of page impressions [between 5,000 and 14,000 per month] we generate with this marketing page confirms the global interest in the biggest network of channel publications worldwide," he said.

According to de Bochdanovits, the heart of the new Web site is the newly created, ultra-modern editorial system, which enables the GPSC to process all information received quickly and smoothly. For example, changes of address or contact names can be updated in a matter of seconds, he said. **Silvia Sprenger**, manager of the GPSC, is responsible for keeping the information on the site fresh and up to date.

General information on IDG's channel publications is provided on the site under the menu heading "Publications Worldwide," which is sorted by country. This includes pricing information and contact persons as well as a list of advertising sales contacts for potential advertisers both at home and abroad.

Individual channel publications may also provide their media data as a PDF file, allowing the user to learn more about prices and formats of a potential advertisement. This also facilitates the simultaneous insertion of advertisements around the world since the customer does not have to contact each individual country but gathers the relevant information online and can directly contact his sales person, who is in most cases an IDG Global Solutions representative. Each publication page is configured to automatically select the appropriate IDG contact person once the customer designates his or her country. Individual publications may also provide a brief background and current market information as well as a sample reproduction of the contents of the magazine.

The site also offers users a number of independently compiled services under the menu item "Global Services." In addition to a list of links, containing not only all IDG Channel World online publications but also other relevant Internet addresses, this area also includes a regularly updated event guide. This contains a listing of worldwide events of significance to the indirect market. Publications are also encouraged to send news and press releases to the GPSC for inclusion on the news page.

"We rely heavily on the cooperation of IDG's channel publications around the world to supply the relevant information," said de Bochdanavits. "If we work together we can ensure that this site will continue to give our worldwide channel publications a competitive edge by providing our customers and prospects with one-stop shopping and up-to-date news that will keep them coming back to IDG."

For more information contact Alessandro de Bochdanovits at abochdanovits@computerpartner.de or Silvia Sprenger at ssprenger@computerpartner.de.

> *"We rely heavily on the cooperation of IDG's channel publications around the world to supply the relevant information. If we work together we can ensure that this site will continue to give our worldwide channel publications a competitive edge by providing our customers and prospects with one-stop shopping and up-to-date news that will keep them coming back to IDG."*
>
> *— Alessandro de Bochdanovits*

executive Q and A

Pat McGovern
IDG's chairman is this week's columnist.

> *"IDG was cited particularly [by Fortune magazine] for its corporate culture and entrepreneurial spirit, its commitment to investing in its employees through training and education and its dedication to respect for the dignity and recognition of the contribution of each employee in the company."*

Q What is your evaluation of IDG's business results in the most recent fiscal year?

A We all should be very proud of the results. Our revenue grew at the fastest rate in over a decade, our market share increased substantially, and our operating profits doubled. We achieved these excellent results while continuing to invest heavily in the development of new products and services that will help our customers be even more successful. These new projects also expand the career opportunities of the IDG employees involved.

During the past year we also made substantial investments in training and in increasing employee benefit programs.

In this regard, I am particularly proud to note that *Fortune* magazine has just identified IDG as one of the "Best Places to Work." Each year *Fortune* engages an outside research company to collect over 40,000 inputs about workplace practices, culture, and the work environment of companies throughout the U.S. In the process, an in-depth analysis is made of salaries, benefits, work/balance programs, education and diversity.

IDG not only made this Top 100 list, but came in among the top 25 companies on the list. IDG was cited particularly for its corporate culture and entrepreneurial spirit, its commitment to investing in its employees through training and education and its dedication to respect for the dignity and recognition of the contribution of each employee in the company.

When I founded IDG in 1964, my dream was to build a company in which each employee could take pride in his or her role in increasing the quality of human life through empowering people with information about how technology could increase their productivity, standard of living and accomplishments. Thirty-six years and 12,000 employees later, I am proud of the fact that IDG continues its passionate commitment to fostering an entrepreneurial spirit that leads to the development of outstanding new products and services and encourages excellence in product quality and customer service. Our employees are the key reason that IDG has become the leading and most admired technology media, research and event company in the world.

Q Many technology companies are announcing that their revenues will be lower than expected in the current quarter and that their profits are declining. What affect do you think these developments will have on IDG?

A In the past two years, many technology companies have shifted a substantial portion of their marketing communications expenditures to mass media such as television, radio and daily newspapers. One of these reasons for making this shift was their perception that the stock market was being driven by individual investors, and many technology companies thought that these mass media programs would cause their stock prices to rise. However, these programs were very inefficient in reaching qualified buyers of the company's products and services, resulting in a slowing in their sales and a decline in their profits. As a consequence, the stock prices of these technology companies have been sharply declining in reaction to this result.

We have just completed an extensive survey of the marketing communications plans of IT companies in 2001. It shows that they plan a 38% drop in the share of their marketing communications budget going to mass media and a 43% increase in the share of their spending going to IT publications, events and on-line services. Therefore, even if the average marketing communications budget for IT companies declines by 10% between 2000 and 2001, the growth in the budget available for IDG products and services will grow by 29%.

However, because of the slowing economy and the drop in the stock market, companies are slow to get their 2001 budgets approved. Therefore, we expect that in January and February marketing communications spending will start slowly but in the remaining ten months of the year there should be a substantial increase in spending. This will result in IDG gaining substantially in market share and experiencing strong revenue growth for the full year.

Q How are the quality and usefulness of IDG's on-line audiences perceived by IT companies?

A We have just received the latest results from a major survey of advertising executives in the IT companies that account for the majority of online advertising. They were asked which company they thought had the best ability to reach influential buyers of their products and services online.

I am pleased to report that IDG's rating was very good to excellent in this important capability and jumped to the No. 1 position. We grew from 54% last March to 67% in the current survey. The rating for ZDNet was flat at 61% in both surveys. CNET increased from 53% to 59%, which is only half the level of increase that IDG achieved during the same time period.

IDG Pixel lets units worldwide collect consistent pageview, user dat

Lower pageview counts result of aggressive Web crawler screening

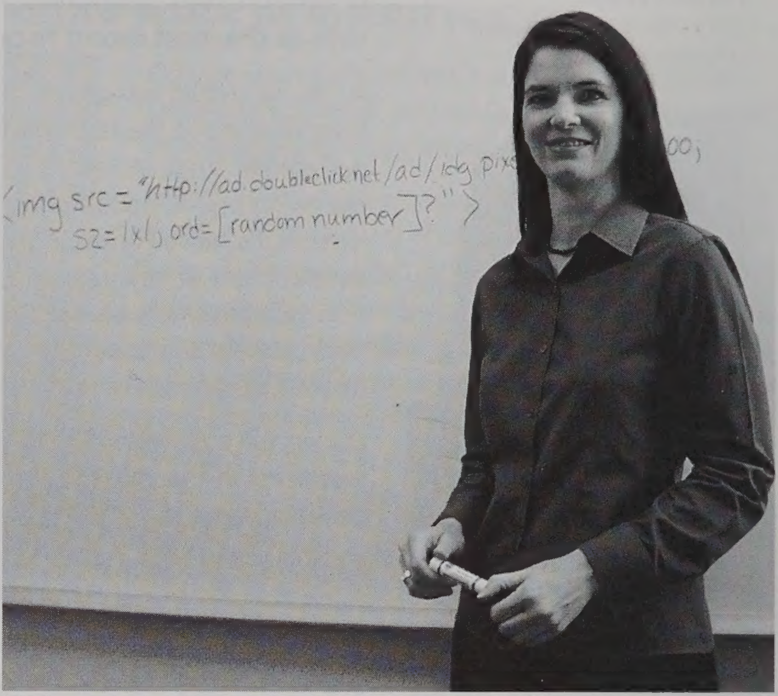
Business units implementing IDG Pixel may find their sites' pageview counts are lower than with previous tracking methods. "The DART counting methodology makes a more aggressive attempt than most log-file analysis tools to filter out non-human activity such as Web crawlers and spiders," said IDG Communications Vice President, Global Ad Operations and Business Development **Erin Wayman**.

Spiders crawl through the Web, visiting sites and automatically gather data such as pricing or availability of a product and these 'machine ad views' are typically counted by other tracking systems.

Should business units find that IDG Pixel gives them lower pageview counts than their previous tracking method, Wayman said they may choose which results to use in their sales promotions. "Our goal is to obtain a consistent IDG-wide measurement methodology from a reputable third party. This should be viewed as not only a consistent methodology from which we can compare internal growth, but also IDG Pixel can be viewed as a supplemental measurement for each business unit's own tracking efforts."

Consistency may be the hobgoblin of little minds, but it's essential for IDG when it comes to tallying the pageviews and unique users of all its Web sites.

Erin Wayman, IDG Communications vice president, global ad operations and business development, said the use of various counting methodologies, software systems, and log-analysis tools have made collecting consistent data from all IDG sites virtually impossible. "Due to our decentralized structure and proliferation of different methods of Web measurements, there has been no means to efficiently collect and aggregate IDG-wide pageview and unique user data," she said.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IDG Communications Vice President, Global Ad Operations ***Erin Wayman*** *says it can take from five minutes to five days for business units to insert the IDG Pixel code on their sites.*

A new program called IDG Pixel offers a solution: a single data-tracking system in which all the site-tracking information from each business unit comes to the IDG Pixel network automatically. The technology is currently being implemented at IDG sites around the world.

Wayman said that it's important for IDG to measure its global presence on the Web. "Just as a magazine's circulation is a key metric, pageviews and unique users are important metrics for online," she said. "Accurate, consistent and reliable data from a single methodology and technology are essential to measuring and monitoring growth." Individual business units using IDG Pixel will have a site-traffic and growth monitoring tool to supplement and compare with their current efforts.

> *"We need all IDG sites up and running as soon as possible with IDG Pixel so we may begin analyzing the data and looking at the trends. This will be an important metric for advertisers."*
>
> *— IDG President and CEO Kelly Conlin*

IDG Pixel consists of HTML code from Doubleclick's DART (dynamic ad rotation and targeting) technology. The coding inserts two, transparent, 1-by-1 pixels into the HTML code of a Web page. Every time a page is viewed by a user, the code counts one pageview. One of the pixels logs that pageview on IDG's aggregate tally, the other on the individual business unit's. Once the DART code has been installed on a site, the data immediately begins flowing into IDG's DART network.

(Briefly, one pageview is counted every time a page from an IDG site is called to an individual user's browser. An individual user can therefore generate multiple pageviews.)

Wayman said that it could take from five minutes to five days for IDG business units to implement IDG Pixel on their sites. "It depends on the complexity of their Web-publishing tool and their site's structure," she said. "Since the coding has to be on every page of their site, it's up to the site producers to determine the best way to accomplish that. Normally, it would be done by inserting the coding into their publishing templates."

To date, more than 75 IDG sites in 16 countries have implemented the program.

"We have a long way to go," said IDG President **Kelly Conlin**. "We need all IDG sites up and running as soon as possible with IDG Pixel so we may begin analyzing the data and looking at the trends. This will be an important metric for advertisers."

Site-specific data will not be distributed outside of IDG. Aggregate IDG data, however, will be used for public relations and marketing purposes. Each business unit will have access to the IDG Pixel network to pick up its site's data, and each month IDG Communications Ad Operations will mail out each business unit's data as well.

For more information, contact Erin Wayman at erin_wayman@idg.com. WU

Week of December 25, 2000

Administrative Assistant (CW)

Computerworld has an exciting opportunity for an Administrative Assistant supporting the President's office. Responsibilities include general administrative support including coordinating travel and expense reports, handling incoming and outgoing calls, filing as well as other special projects. This position includes frequent interaction with all members within the company as well customers and other business relations. Ideal candidate will have excellent communication skills, strong attention to detail, ability to multi-task in a fast paced environment and effective PC skills (MS Word, Excel, PowerPoint) and knowledge of Lotus Notes preferred. This position reports directly to the Chief of Staff and requires a high degree of professionalism and a minimum of 3 - 5 years of administration experience. This position can accommodate a flexible schedule. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Human Resources Director (CW)

Computerworld, a division of International Data Group, is seeking a dynamic HR professional for a hands-on Director role. Leading a staff of three HR professionals, you will work closely with the CEO and senior management team to develop and execute strategic initiatives that further the business goals of the organization. In this consultative style role, you will be responsible for driving such projects as the expansion and continuous improvement of our recruiting & retention strategy, organizational development initiatives, employee programs geared toward recognition, reward and professional development and additional work in the areas of compensation, succession planning, employee relations and compliance. Successful candidates will possess 8+ years of HR generalist experience, HR management experience, strong computer skills (MS Office, HRIS), excellent communication and relationship building skills and the ability to be an advocate for both management and individual contributors. If you are looking for a role in which you can work very closely with a senior management team and an HR-savvy CEO, look no further. Send us your resume and cover letter today! You can email us at jobs@computerworld.com, fax us at 508/879-3760 or send us a hard copy at 500 Old Connecticut Path, c/o Human Resources, Framingham, MA 01701.
Location: Framingham MA
Contact: P. Sheer, Fax: 508-879-3760, Phone: 508-820-8162, Email: jobs@computerworld.com

Administrative Assistant (IDC)

IDC Latin America is currently looking for an Administrative Assistant that will perform the receptionist duties for the office, as well as manage the on-site library. In addition to these core responsibilities, the individual will provide administrative support for other team members, help coordinate special events, manage various projects, and help facilitate logistical issues that relate to IDC's six country offices in Latin America. The successful candidate will have administrative experience, knowledge of MS Office products, organizational and project management skills. Additionally, a strong knowledge of Spanish is essential. *Location: Miami FL*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Desktop/Network Support Specialist (IDC)

Reporting to the Manager of Desktop Services, this position provides complete first- and second-level support for desktop applications in the IDC Miami office. The office serves as the center of IDC Latin America research. The candidate will configure and deploy all desktop software and hardware and work closely with network administration to resolve network issues. The candidate will also be involved in state-of-the-art desktop management systems, including Novell's Z.E.N. Works. Responsibilities: Successfully support the components of IDC's technology environment: Windows 95/NT/2000, Novell NetWare 5.x., Microsoft Office 97/2000, Lotus Notes and Laptops. Requirements: Energetic and with three or more years of experience supporting and configuring PC hardware, software, and networking. Must have strong troubleshooting skills and thorough understanding of MS Office, Windows 95, and PC hardware. Must enjoy working with people and learning new technologies. Portuguese or Spanish language fluency required. Should be willing/able to travel to other IDC Latin America offices. Heavy lifting of 40 or more pounds may be required. *Location: Miami FL*
Contact: D. Leone, Fax: 508-935-4432, Phone: 508-988-6866, Email: dleone@idc.com

Sr. Systems Administrator (Lotus Notes) (IDC)
This position is an opportunity to let your talent as systems administrator and engineer have a direct impact on a worldwide corporate business. As part of a strong IT team, you will be responsible for insuring that IDC's worldwide Lotus Notes systems infrastructure is robust, reliable and manageable. Looking for a key individual who can drive IDC's collaborative computing strategy. You will have a key responsibility for IDC's worldwide Lotus Notes environment. Thorough knowledge of all aspects of Notes network design and implementation including versions 4.6x and 5.x is required. Experience managing medium to large Notes networks, running mission critical applications with international distribution is necessary. Experience with all supporting technologies is a must. Thorough knowledge of NT 4.0 required; experience with Solaris and Linux helpful. Knowledge of networking protocols (TCP/IP) and experience with network, server, directory services and SNMP management tools is a requirement. Directory integration experience or interest is a strong plus. Strong communication, documentation and project management skills are expected. Some experience in Lotus Notes development helpful. *Location: Framingham MA*
Contact: D. Leone, Fax: 508-935-4432, Phone: 508-988-6866, Email: dleone@idc.com

Sr. Research Analyst, PC and Consumer Semiconductor (IDC)
IDC's Semiconductor Research Group is looking for an individual with superior forecasting and analytical skills to be a part of our growing team. Responsibilities will include monitoring PC semiconductor content trends for both desktop and mobile systems, including processor, graphics, core logic chipsets, and memory trends. This analyst will be responsible for system tear-downs, vendor interviews, tracking of semiconductor pricing, and market forecasting. The successful candidate will have excellent verbal and written communication skills, be detail-oriented, and able to work as a team member. At least two years experience required, and Electrical engineering experience preferred.
Location: Mountain View CA
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Online Ad Coordinator (IDG Comm)
IDG Communications' Online Ad Operations department provides expert ad operations services to our clients, the IDG business units. We have a team of enthusiastic, success-oriented ad traffickers who expertly handle IDG website and newsletter ad campaigns. We are looking for an Online Advertising Coordinator in the San Francisco office. Reporting into the Production Manager, the main responsibilities for this entry-level position include monitoring online advertising campaign fulfillment, generating client tracking and analysis reports, monitoring the overall performance of specific sites within the IDG network, and performing site analysis and research on specific IDG websites. This position requires strong skills in Excel, analytical skills for data and statistical manipulation, the ability to work with deadlines, and strong communication skills for both sales and client interaction.
Location: San Francisco CA
Contact: L. Hwang, Fax: , Phone: , Email: linda_hwang@idg.com

Online Advertising Coordinator (IDG Comm)
IDG Communications is looking for an entry-level Online Advertising Coordinator. Reporting into the Production Manager, the main responsibilities include monitoring online advertising campaign fulfillment, generating client tracking and analysis reports, monitoring the overall performance of specific sites within the IDG network, and performing site analysis and research on specific IDG websites. This position requires strong skills in Excel, analytical skills for data and statistical manipulation, the ability to work with deadlines and strong communication skills for both sales and client interaction. *Location: San Francisco CA*
Contact: L. Hwang, Fax: , Phone: , Email: linda_hwang@idg.com

VP, Business Development (IDG Comm)
IDG Communications is seeking a seasoned, energetic and experienced senior sales executive to manage selected accounts in IDG's Top Twenty-Five domestic customers and their agencies. Candidates should be customer centric, solutions focused, articulate, and possess multi-tasking skills with the proven ability to creatively sell IDG's domestic on-line and off-line portfolio to drive enhanced IDG revenue and profits. At least seven years of successful integrated sales experience is required, IT industry knowledge with Associate Publisher/Ad Director level publishing, marketing and/or senior level agency account side experience an added plus. *Location: San Francisco CA*
Contact: S. Murphy, Fax: 415-243-3694, Phone: 415-243-3526, Email: sue_murphy@idg.com

Week of December 25, 2000

BU	Category	Title	Location	Contact	Phone#	Fax#
CCI	Sales	Ad Sales Account Representative	Allston MA	N. Bohn	P:	F: 617-254-9776
CCI	Sales	Sales/Marketing Account Manager	Boston MA	N. Bohn	P:	F: 617-254-9776
CW	Ad Sales	Field Marketing Executive	Framingham MA	P. Sheer	P: 508-820-8162	F: 508-879-3760
CW	Admin	Administrative Assistant	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Bus Dev	VP, Business Development	Framingham MA	P. Sheer	P: 508-820-8162	F: 508-879-3760
CW	Circ	Circulation Assistant	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Technology Editor	Framingham MA	P. Sheer	P: 508-820-8647	F: 508-879-3760
CW	Events	Event Operations Specialist	Framingham MA	P. Sheer	P: 508-820-8162	F: 508-879-3760
CW	HR	Human Resources Director	Framingham MA	P. Sheer	P: 508-820-8162	F: 508-879-3760
CW	Sales	Field Marketing Executive	San Mateo CA	P. Sheer	P: 508-820-8647	F: 508-879-3760
CXO	Ad Sales	Account Executive	Northfield IL		P:	F:
CXO	Ad Sales	Ad Sales Assistant	Framingham MA	C. Moloney	P: 508-988-6832	F: 508-935-4600
CXO	Ad Sales	Ad Sales Assistant	Newport Beach CA	C. Moloney	P: 508-988-6832	F: 508-935-4600
CXO	Ad Sales	Ad Sales Assistant	San Francisco CA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Ad Sales	Ad Sales Assistant	Northfield IL	J. Snow	P: 508-935-4631	F: 508-935-4600
CXO	Ad Sales	District Sales Manager	San Francisco CA	T. Gump	P:	F: 508-935-4600
CXO	Ad Sales	Office Manager/Ad Sales Associate	San Francisco CA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Art/Design	Graphic Designer	Framingham MA	T. Gump	P:	F: 508-935-4600
CXO	Edit	Copy Editor	Framingham MA	J. Snow	P: 508-935-4631	F: 508-935-4600
CXO	Edit	Executive Editor	Framingham MA	T. Gump	P:	F: 508-935-4600
CXO	Edit	Features Editor	Framingham MA	T. Gump	P:	F: 508-935-4600
CXO	Edit	Features Writer	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CXO	Exec Progs	Program Development Manager	Framingham MA	C. Moloney	P: 508-988-6832	F: 508-935-4600
CXO	Facil	Facilities Coordinator	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Web Tech	Online Content Researcher	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Web Tech	Online Producer	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
HM	Admin	Acquisitions Coordinator	Indianapolis IN	J. Meyers	P:	F: 212-884-5547
HM	Admin	Administrative Assistant-Accounting	Indianapolis IN	C. Secrist	P:	F: 317-572-4001
HM	Admin	Administrative Assistant - Legal	Foster City CA	C. Yam	P:	F: 650-653-7513
HM	Admin	Administrative Assistant - On-line	San Francisco CA	S. Sickley	P:	F: 415-277-2550
HM	Admin	Editorial Coordinator	Indianapolis IN	M. Saur	P:	F: 317-572-4359
HM	Admin	Licensing Coordinator (Legal)	Foster City CA	C. Yam	P:	F: 650-653-7513
HM	Edit	Acquisition Editor	New York NY	J. Meyers	P:	F: 212-884-5547
HM	Edit	Acquisitions Editor	Indianapolis IN	M. Saur	P:	F: 317-572-4359
HM	Edit	Director/VP On-line Content, Frommer's	New York NY	S. Sickley	P:	F: 415-277-2550
HM	Edit	Editor	New York NY	J. Meyers	P:	F: 212-884-5547
HM	Edit	Managing Editor	New York NY	J. Meyers	P:	F: 212-884-5547
HM	Edit	Project Editor	Foster City CA	C. Yam	P:	F: 650-653-7513
HM	Edit	Proof Editor	Indianapolis IN	M. Saur	P:	F: 317-572-4359
			New York NY			
HM	Facil	Office Facilities Supervisor	New York NY	J. Meyers	P:	F: 212-884-5547
HM	Facil	Receptionist	San Francisco CA	C. Yam	P:	F: 650-653-7513
HM	Fin	Director of Finance	New York NY	J. Meyers	P:	F: 212-884-5400
HM	Fin	Financial Analyst	New York NY	J. Meyers	P:	F: 212-884-5547
HM	HR	Benefits, Compensation & HRIS Manager	New York NY	J. Meyers	P:	F: 212-884-5547
HM	HR	Executive Assistant	New York NY	J. Meyers	P:	F: 212-884-5400
HM	Legal	Contracts Specialist	Foster City CA	C. Yam	P:	F: 650-653-7513
HM	Mktg	Advertising Coordinator	New York NY	J. Meyers	P:	F: 212-884-5547
HM	Mktg	Catalog Specialist	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	Mktg	Channel Marketing Specialist	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	Mktg	Copy Specialist	New York NY	J. Meyers	P:	F: 212-884-5547
HM	Mktg	Copy Specialist	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	Mktg	Product Marketing Manager	New York NY	J. Meyers	P:	F: 212-884-5400
HM	Mktg	Product Marketing Manager	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	On-line	Business Development Manager	New York NY	S. Sickley	P:	F: 415-277-2550
HM	On-line	Director/VP of On-line Content, Cliffs Notes/Dummies	San Francisco CA	S. Sickley	P:	F: 415-277-2550
HM	On-line	Marketing Manager, On-line	San Francisco CA	S. Sickley	P:	F: 415-277-2550
HM	On-line	Senior Account Executive	New York NY	S. Sickley	P:	F: 415-277-2550
HM	On-line	Senior Account Executive	San Francisco CA	S. Sickley	P:	F: 415-277-2550
HM	Ord Serv	Director of Customer Care	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	Ord Serv	Supervisor of Customer Care	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	PR	Corporate Relations Writer	New York NY	J. Meyers	P:	F: 212-884-5547
HM	PR	Public Relations Manager - Corporate	New York NY	J. Meyers	P:	F: 212-884-5547
HM	PR	Publicist	New York NY	J. Meyers	P:	F: 212-884-5400
HM	PR	Publicist - Online, Consumer	New York NY	S. Sickley	P:	F: 415-277-2550
HM	Prod	Associate Automation Technician	Indianapolis IN	C. Secrist	P:	F: 317-572-4001
HM	Prod	Associate Page Layout Technician	Indianapolis IN	C. Secrist	P:	F: 317-572-4001
HM	Prod	Associate Reprint Technician	Indianapolis IN	C. Secrist	P:	F: 317-572-4001
HM	Prod	Graphic Illustrator, Nights	Indianapolis IN	C. Secrist	P:	F: 317-572-4001
HM	Prod	Page Layout Supervisor	Indianapolis IN	C. Secrist	P:	F: 317-572-4001
HM	Prod	Page Layout Technician	Foster City CA	C. Yam	P:	F: 650-653-7513
HM	Prod	Page Layout Technician	Indianapolis IN	C. Secrist	P:	F: 317-572-4001
HM	Prod	Quality Control Technician	Foster City CA	C. Yam	P:	F: 650-653-7513
HM	Sales	Advertising Account Manager	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	Sales	Customer Services Representative	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	Sales	Director of International Sales	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	Sales	Director of Technology Subsidiary Rights	Foster City CA	C. Yam	P:	F: 650-653-7513
HM	Sales	Inside Sales Representative	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	Sales	Online Retail Account Manager	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	Sales	Supervisor of International Sales	Indianapolis IN	S. Peters	P:	F: 317-572-4360
IDC	Admin	Administrative Assistant	Miami FL	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Bus Dev	Business Development Manager Asia Pacific	Mountain View CA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
IDC	Bus Dev	Sr. Business Development Manager Asia Pacific	Framingham MA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
IDC	Conf	Conference Coordinator	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432

BU	Category	Title	Location	Contact	Phone#	Fax#
IDC	Edit	Editorial Manager	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Edit	Research Editor	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	HR	Associate Recruiter/Human Resources Representative	Mountain View CA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
IDC	HR	Benefits Specialist	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	HR	Senior Human Resources Representative	Mountain View CA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
IDC	Intern	Human Resources Intern	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Communications	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Contract Manufacturing Services	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Global Research Organization	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Latin America	Miami FL	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Latin America	Miami FL	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Latin America Internet Research	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Latin America Marketing	Miami FL	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Latin America Telecommunications	Miami FL	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Peripherals	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	IS	Applications Developer	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	IS	Applications Developer	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	IS	Applications Developer	Framingham MA	D. Leone	P: 508-988-6866	F: 508-935-4432
IDC	IS	Desktop / Network Support Specialist	Framingham MA	D. Leone	P: 508-988-6866	F: 508-935-4432
IDC	IS	Desktop/Network Support Specialist	Miami FL	D. Leone	P: 508-988-6866	F: 508-935-4432
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IDC	IS	Manager of US Infrastructure	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	IS	Sr. Systems Administrator	Framingham MA	D. Leone	P: 508-988-6866	F: 508-935-4432
IDC	IS	Sr. Systems Administrator (Lotus Notes)	Framingham MA	D. Leone	P: 508-988-6866	F: 508-935-4432
IDC	Mktg	Associate Marketing Leads Specialist	Framingham MA	D. Leone	P: 508-988-6866	F: 508-935-4432
IDC	Mktg	Lead Qualification Manager	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Mktg	Marketing Services Manager	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Mktg	Public Relations Specialist	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Mktg	Senior Market Development Specialist	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Mktg	Vice President, Worldwide Marketing	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
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IDC	Prod	Research Editor	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Rsch	Analyst, Account Manager, IT Advisor	Framingham MA	A. Schneider	P: 508-935-4419	F: 508-935-4432
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IDC	Rsch	Associate Analyst, Portable PCs	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Associate Analyst/Research Analyst, Telecom	Framingham MA New York NY	S. Brown	P: 508-935-4099	F: 508-935-4600
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IDC	Rsch	Director, Mobile & Small Business Communications	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Editor	Framingham MA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Inquiry Analyst, Telecommunications	Framingham MA	A. Schneider	P: 508-935-4419	F: 508-935-4432
IDC	Rsch	Lead Qualification Specialist	Framingham MA	A. Schneider	P: 508-935-4419	F: 508-935-4432
IDC	Rsch	Program Manager/Director, Internet & eCommerce Strategies	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
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IDC	Rsch	Research Analyst, Multifunction Peripherals	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
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IDC	Rsch	Research Manager, Quarterly Server Tracker Program	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Senior Analyst, CCVV, Telecommunications	Framingham MA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
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IDG Comm	Ad Coord	Online Advertising Coordinator	San Francisco CA	L. Hwang	P:	F:
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IDG/EF	Mktg	Marketing Manager: AGENDA and VORTEX Brands	San Mateo CA	J. Pesiri	P:	F: 650-525-3486
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PCW	Edit	Copy Chief	San Francisco CA	K. Brinson	P: 415-974-7362	F: 415-442-1891
PCW	Edit	Copy Editor	San Francisco CA	K. Brinson	P: 415-974-7362	F: 415-442-1891
PCW	Edit	Editor in Chief	San Francisco CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
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Publish	Edit	Technology Editor	Topsfield MA	C. Smith	P: 978-887-7900 x105	F: 978-887-3177
Publish	Sales	Advertising Sales-Regional Account Director	Topsfield MA	C. Smith	P: 978-887-7900 x105	F: 978-887-3177
Publish	Sales	Advertising Sales - Regional Managers	Chicago IL Los Angeles CA New York NY San Francisco CA	C. Smith	P: 978-887-7900	F: 978-887-3177
Publish	Sales	Internet Sales-Inside	Topsfield MA	C. Smith	P:	F: 978-887-3177
Publish	Web Tech	Web Developer	Topsfield MA	C. Smith	P:	F: 978-887-3177

Application Developer (IDG/CSG)

IDG's Corporate IS department offers an exciting opportunity in a fun, fast-paced environment. If you are a dependable, motivated individual and you enjoy working with new technology this position may be for you. The Application Developer is responsible for developing and maintaining financial systems as well as working on varied and challenging projects including the implementation of a Client/Server billing system. We're looking for someone with 1-2 years experience or a recent graduate with a background in business or information systems and a strong interest in programming. Excellent problem solving and decision making skills are required and solid communication skills are a must. The ideal candidate will have an understanding of basic accounting principles (AR, AP, GL, fixed assets, billing) and experience with the following tools: Visual Basic, GUI Design/Programming, Object Oriented Design/Programming, Web Design/Programming , MicroSoft SQL Server, Client/Server (NT).

Location: Framingham MA

Contact: J. Carty, Fax: 508-935-4600, Phone: 508-935-4480, Email: jennifer_carty@idg.com

Conference Registrar/Housing Specialist (IDG/EF)

The selected candidate will manage the housing functions for our conference products to insure world class customer service to internal conference management teams and external registration clients. Housing, registration and customer service is provided for all aspects of pre, on-site, and post conference planning.

Duties and Responsibilities include Hotel/ Housing Services Liaison with the conference hotels for housing functions, control of multiple room block maintenance and multiple hotel tracking. Contract review of headquarters hotels, negotiation for overflow hotels. Manage performance and attrition clauses. Provide historical hotel data of hotel block services: pre-on-site and post conference. Manage the housing deadlines, cut-off dates, deposit dates to control attrition. You will be communicating with customers via telephone, inbound and outbound calls, via web registration design and maintenance and in person at conference sites. You will participate as a team member providing detailed registration analysis of a program. You will be distributing conference materials to attendees via web, fax and mail. You will need to clearly express housing/registration analysis within team meetings. You will also be responsible for keeping your manager informed via a program time line and through weekly status meetings.

Financial Tracking to include securing registration payments, daily financial reconciliation to include reporting. On-site Housing Logistics to include VIP housing arrangements. Communication with on site hotel personnel. Resolution management. Monitor daily reports, group lists, daily pick-ups, cancellations and no shows.

The ability to make quick decisions on your own is important due to a fast paced environment. You will need to be a flexible decision-maker, as the client will often make last minute changes. You are ultimately responsible for all decisions regarding the housing functions of the conference. It will be your responsibility to provide constructive solutions to problem solving using good judgment. Requirements: Excellent oral & written communication skills in a high paced, team environment, detail oriented, extreme accuracy in a high quality customer service environment

proficient, 3 years experience in housing operations, data entry: FileMaker Pro, Excel and Lotus Notes software a plus, Multiple tasking, multiple priorities, decision making ability, exceptional organizational skills

Location: San Mateo CA

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Best places to work

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Simultaneously, a randomly selected group of 300 employees were asked to respond to 57 questions on the Great Place to Work Index Trust, a survey created by the Great Place to Work Institute. *Fortune* requires that a minimum of 100 employees respond to the survey in order to be considered for the list, and Hansen said *Fortune* told her this has turned out to be an insurmountable hurdle for many companies.

Also due by end of July was tangible evidence of company products and its culture. Hansen assembled three enormous boxes containing, among other items, IDG's corporate video; media kits; benefit profiles; descriptions of HR training courses, including the Publishing Institute and U.S. Publishing Institute; *IDG World Update*; the employee photo calendar; video press clips of company executives on major media outlets; 10th anniversary dinner photos of employees with McGovern; photos showing him distributing holiday bonuses in the U.S.; and examples of the annual holiday spoof video. (The 1997 video showing McGovern parachuting out of an airplane holding an IDG sign was a big hit, Hansen said, as *Fortune*'s entire "Best Places" staff gathered in their office for a viewing.)

Many U.S. business units also contributed their own collateral for the project.

Fortune followed up with some additional questions in early September, and then deliberations began. There's no rest for the winners, though. All of IDG's hard work on the application process has to be repeated for the next year's list, and Hansen has already begun assembling updated material for submission.

"Promoting IDG's inclusion on the *Fortune* list will be an excellent recruiting tool for Human Resources," Hansen said. "We're well-positioned to attract people who are leaving the instability of the dot-coms and are searching for a high-performing company that will welcome their talents."

IDG's listing includes basic facts about the company's locations, revenues, employees, job growth, training and most common entry-level jobs and their salaries. *Fortune* cited IDG's employee stock ownership program, which has been a compelling long-term benefit program, in its highlights of the company. To view the listing online go to www.fortune.com/fortune/bestcompanies/csnap/0,9394,25,00.html.

For more information contact Sarah Hansen at +617- 534-1255 or sarah_hansen@idg.com.

When you're hot, you're hot!

Barometer

△	▽
Gram Parsons	Graham Gund
Kilts	Capri
Celtic Pride	Ghost stories
usy Bee	Rosebud
The Fog	Sebadoh
IDG	CMGI
Liza Ward	Junot Diaz
Canal Street Brewery	Commonwealth Brewery
Community coverage	Urban beats
Melville's sexuality	Melville's message
Portland, Maine	Portland, Oregon

In the same month when *Fortune* magazine listed IDG as one of the best places in America to work, *Boston* magazine acknowledged the company's ascendancy as well. *Boston* magazine does a light-hearted graphic each month listing what's up and what's down. In the December issue IDG was up. And the equivalent item that was down? Internet investment company CMGI, whose stock has declined 96% this year.

Guibord

continued from page 1

company's Framingham, Mass., office. Guibord, with 30 years of experience in the computer industry, brings significant senior management, technology, operations and global business expertise to his new role at *Computerworld*.

Most recently vice president and CIO at Fort James Inc. in Norwalk, Conn., a leading international consumer products company with more than $7 billion in sales, 28,000 employees and more than 60 manufacturing facilities around the world, Guibord had responsibility for all IT strategy, spending and implementation, with a budget of more than $200 million and a global staff of more than 800. He successfully led the merger of a $2 billion acquisition and initiated the development and implementation of an e-commerce strategy to accommodate retail and commercial business. Although Guibord has been working in an advisory capacity at Computerworld since October, with the successful consummation of the sale of Fort James to Georgia Pacific, he now comes on board full time.

"I am looking forward to working with the Computerworld staff – a first-rate team of journalists, designers and professionals," said Guibord. "I feel confident that we can leverage CW's marquee name in the development of a whole new range of products and services that will help the publication reclaim its dominate position in the industry."

A 25-year reader of *Computerworld*, Guibord noted that *Computerworld* has been the one constant source of information upon which he has relied throughout his career. "I think it is really quite visionary of Pat (IDG Chairman **Pat McGovern**] to bring someone to this position who can articulate the reader perspective."

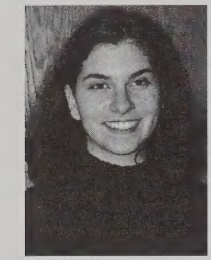
Guibord has served on advisory boards at Oracle, Microsoft and 3Com. He was also a board member for the University of Illinois Chicago Center for Research in Technology and a lecturer at the University of Illinois and Northwestern University Kellogg School of Business He holds a B.S. in Business Management/Accounting from Merrimack College in North Andover, Mass.

Prior to joining Fort James, Guibord was vice president, information technology at RR Donnelley and Sons where he oversaw an annual budget of $180 million and was responsible for positioning the company for high growth and global expansion. He has also held senior management and technology positions at Picturetel, Timeplex and Inforex.

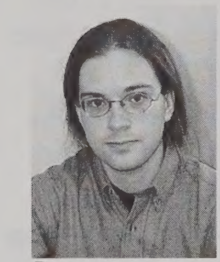
noteworthy people

IDG WORLD UPDATE

Bailey


IDG WORLD UPDATE

Gold


Duncan

Chamberlain

Joyce

Promotions

Kathy LaPorte, previously a senior staff accountant for IDC in Framingham, Mass., has been promoted to manager of Revenue Systems & Accounting. "During this past summer, while the department was extremely short-staffed, Kathy took on a more active role with the domestic billing and month-end closing procedures of IDC," said IDC Controller **John St. Martin**. "Kathy became the go-to person for the junior staff members of the IDC finance team. In her new role Kathy will be responsible for developing, administering and updating existing revenue accounting systems and will be expanding her duties with the Tracker Program accounting and the international invoicing."

Also in IDC's Finance department, Senior Staff Account **Terri Schafer** has been promoted to manager of General Accounting. "Over the past year, Terri has trained new Finance staff, reconciled some very difficult international intercompany issues, worked closely with IDC Canada, and greatly improved the accounting and reporting for consulting revenue," said IDC Controller John St. Martin. "In her new role, Terri will be responsible for managing the domestic billing of IDC and working with IDG Credit to improve the collections process. Terri will also be developing, updating and administering IDC's e-Commerce initiatives."

PC World Senior Application Developer **Newton Bailey** has been promoted to director, Application Development. "For the past two years, Newt's done a truly amazing job of managing the implementation of countless projects from editorial and business development," said PCW Vice President, Chief Information Office **Henri Froissart**. "He is now officially managing the Appdev team, and I couldn't think of a better leader for this extremely talented bunch."

New employees

Miriam Gold has joined the News Service in Boston as an editorial assistant. A 1999 graduate of Mount Holyoke College in South Hadley, Mass., where she earned a B.A. in English and film studies, Miriam spent eight months in London before signing on with the News Service.

Associate Index Editor **Mike Duncan** comes to ITworld in Southboro, Mass., from his role as editor at Youthstream Media Networks. He holds a B.A. in media arts from the University of Arizona and is an aspiring novelist.

Previously the vice president of new business development for Momentix, **Richard Chamberlain** joins IDG World Expo in Framingham as director of operations. He holds a B.F.A. from Boston University and enjoys cooking and gardening.

Bill Joyce has joined IDC in Framingham as director, software consulting. He was most recently managing director at the Chersterlee Group. Bill has a B.A. in history from Boston College and lists tennis and travel among his interests.

IDC Latin America in Miami has hired **Felipe Rezk** as an analyst with its Telecom program. He was previously an account marketing analyst with Nortel Networks and earned a B.S. in economics from Colombia's Universidad de los Andes and an M.B.A. from the University of Miami. He was the Colombian national car racing champion from 1993-1999.

Copy Editor **Ellen Hughes** comes to IDC in Framingham from Palmer, Groth and Pretka, a real-estate appraisal firm in Portland, Ore. She graduated from Bucknell University in Lewisburg, Pa., with a B.A. in English.

Levent Toros is IDC Framingham's new senior research analyst in the Communications group. He was previously a systems analyst and accountant with Investors Bank and Trust. He holds a B.S. in electrical engineering from Istanbul Technical University and an M.B.A. in finance from Boston's Northeastern University. He enjoys tennis, traveling and Formula One racing.

IDC has hired **Mary Jane Donnelly** as a production coordinator in its Framingham Publishing Services and Technology division. She was previously a service repair and re-manufacturing manager with GenRad, Inc. and holds an associate's degree from Fisher College. She enjoys spending her free time with her children.

Laurie Strock joins IDC in Framingham as a quality assurance engineer, a position she held at her most recent job with Lycos. She graduated from Buffalo (N.Y.) State College with a B.A. in psychology and likes to ski, swim and cross-stitch.

Fresh from graduate school, **Travis Glasson** joins IDC in Framingham as a research analyst in the Mobile eBusiness division. He holds a B.A. in history from Holy Cross University and an M.A. in history from Columbia University in New York. Away from his desk he enjoys soccer and reading.

Previously a content editor at TimeTo.com, **Chris Hart** is now a copy editor at IDC in Framingham. He graduated from the University of Connecticut with a B.A. in English and philosophy and plays guitar in the Boston-based band Primerib.

After working as a consultant and freelance writer, **Susan Funke** signs on as a research manager with IDC Framingham's Software group. She holds a B.A. in communication arts from the University of Wisconsin/Madison, an M.S. in instructional design from Indiana University and another in library sciences from Simmons College in Boston. Outside the office she enjoys travel, gardening, hiking and film.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Josef Lohner *IDG Germany*
Vincent Tardin *IDG Brazil*

19

Bernhard Weeser-Krell *IDG Germany*

18

Stephen Josselyn *IDC*

17

Maristela Santos Oliveira *IDG Brazil*

15

Brad Thorpe *IDC*

14

Jean Bozman *IDC*
Gerhard Rainer *IDG Austria*
Alda Campos *IDG Brazil*

13

Lucinda Borovick *IDC*
Erika Schönberger *IDG Germany*
Elfi Künzel *IDG Switzerland*
Liana Tatka *IDG Switzerland*

12

David Emberley *IDC*
Birte Matsen *IDG Denmark*
Gina Steinmann *IDG Switzerland*
Yoko Nishii *IDG Japan*

11

Lisbeth Egeskov *IDG Denmark*

10

Harriet Karas *IDC*
Holger Heppner *IDG Germany*
Ralph Peter Rauchfuss *IDG Germany*
Jennifer Schlee *IDG Germany*
Martha von der Soeren *IDG Germany*
Claudia Völk *IDG Germany*

9

semary Trettel *IDC*
Stephen McClure *IDC*
Ute Zirus *IDG Germany*
Ludger Schmitz *IDG Germany*
Ailton Da Silva *IDG Brazil*
Luiz Fernando Pereira das Neves Vieira *IDG Brazil*

8

Barbara Kitzis *IDC*
Susanne Winding *IDG Denmark*
Ursula Grimm *IDG Germany*
John Mulcahy *IDC U.K.*

7

Vibeke Kloth *IDG Denmark*
Janni Øgaard *IDG Denmark*
Peter Wiwe *IDG Denmark*
Andrea Kirchmeier *IDG Germany*
Chris Fell *IDC Australia*
Les Champkin *IDC Australia*

6

Andreas Helmiss *IDG Germany*
Monika Tenbieg *IDG Germany*
Stratos Prodromakis *IDG Switzerland*
Eric Owen *IDC U.K.*
Nancy Taylor *IDC U.K.*
Ana Paula Motta de Souza Lobo *IDG Brazil*
Terezinha Almeida Omura *IDG Brazil*

5

Janis Dempsey *IDC*
Diane Elhilow *IDC*
Julie Kinsman *IDC*
Barbara Irvine *IDC*
John McArthur *IDC*
Martin Appel *IDG Denmark*
Charlotte Bedstrup *IDG Denmark*
Mario di Meola *IDG Germany*
Christine Kohn-Meier *IDG Germany*
Sabine Prehl *IDG Germany*
Bruno Völk *IDG Germany*
Emanuela Cella *IDG Italy*
Massimo Cesati *IDG Italy*
Sonja Wunsch *IDG Switzerland*
Jeannie Button *Laurentian Technomedia*
Jun-ichi Saeki *IDC Japan*
Kiyoshi Suzuki *IDC Japan*
Peter Vermeulen *IDC Benelux*

4

Ellen Friedman *IDC*
Christopher Hoffman *IDC*
Elisabeth Persson *IDG Denmark*
Vibeke Hastrup *IDG Denmark*
Andreas Frenzel *IDG Germany*
Anja Kellner *IDG Germany*
Mathew Heath *IDC U.K.*
Jun Awano *IDG Japan*
Renata Zilse Pereira Borges *IDG Brazil*

3

Lisa McCoy *IDC*
Regina Walker *IDC*
Joseph Howard *IDC*
Frederick Broussard *IDC*
Patricia Murphy *IDC*
Deane Hart *IDC*
Linda Young *IDC*
Lotte Bernth *IDG Denmark*
Klaus Plessner *IDG Germany*
Markus Schelhorn *IDG Germany*
Doris Staudacher *IDG Germany*
Nathalie Hörl *IDG Germany*
Andrew Brown *IDC U.K.*
Peter Lemon *IDC U.K.*
Stephen Minton *IDC U.K.*
Ruth Guttmann *IDG Austria*
Tetsuya Hoshina *IDG Japan*
Hitoshi Nojima *IDG Japan*
Paula Breedveld *IDC Benelux*

2

Dawn Daggett *IDC*
Jennifer Read *IDC*
Christine Hatfield *IDC*
Alexis Manfrediz *IDC*
Steven Harris *IDC*
William Kelly *IDC*
Gregory Porell *IDC*
Radha Vichare *IDC*
Jette Nielsen *IDG Denmark*
Charlotte Krogh Jørgensen *IDG Denmark*
Gerhard Meier *IDG Germany*
Martin Bayer *IDG Germany*
Klaus Hauptfleisch *IDG Germany*
Petra Mühleck *IDG Germany*
Regina Muk *IDC Hong Kong*
Maurilio Vitali *IDG Italy*
Robert Brookes *IDC U.K.*
Peter Pay *IDC U.K.*
Andrew Walton *IDC U.K.*
Matthew Yorke *IDG Global Solutions EMEA*
Luuk Bruna *IDC Benelux*
Joaquin Hevia *IDG Spain*

1

Daniela Cimino *IDC*
Gregory Dyer *IDC*
Joshua Beil *IDC*
Judith Tyler *IDC*
Rena Bhattacharyya *IDC*
Tracy Eltzroth *IDC*
Merle Sandler *IDC*
Jennifer Blackmore *IDC*
Nora Delgado *IDC*
Megan Halio *IDC*
Laura Milewski *IDC*
Kathy Nagamine *IDC*
Annette Frandsen *IDG Denmark*
Michael Jessen *IDG Denmark*
Lis Steffensen *IDG Denmark*
Robert Hastings Smythe *IDG Denmark*
Bettina Thyge *IDG Denmark*
Matthias Teichmann *IDG Germany*
Wolfgang Miedl *IDG Germany*
Andrea Talke *IDG Germany*
Marcus Freisem *IDG Germany*
Thomas Laux *IDG Germany*
Lars Felber *IDG Germany*
Dagmar Neubauer *IDG Germany*
Anja Smeilus *IDG Germany*
Yvonne Yong *IDC Malaysia*
Hannah Richardson *IDG Australia*
Paolo Galvani *IDG Italy*
Michael Blais *ITworld.com*
Jamie Swartz *ITworld.com*
Judith Ender *IDG Switzerland*
Roland Harisberger *IDG Switzerland*
Daniel Meierhans *IDG Switzerland*
Claude Settele *IDG Switzerland*
Karin Tanno *IDG Switzerland*
Rosie Secchi *IDC U.K.*
Sebastian Samek *IDG Austria*
Monika Redlin *IDG Austria*
Donna Butts *Laurentian Technomedia*
Helen Lawson *IDG Global Solutions EMEA*
Yuji Nishigori *IDG Japan*

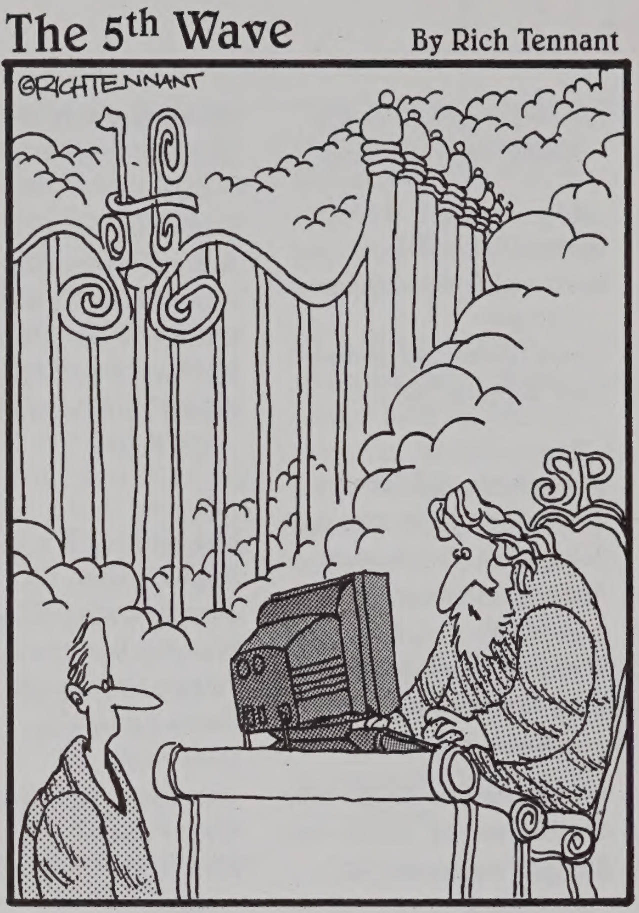
Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Tuesday, January 30.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners will receive *IDG World Update* cups.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.



and finally

Address change

The Washington, D.C., news bureau for *Computerworld* and *Network World* has moved to the following address:

1201 F St. NW, Suite 850
Washington, D.C. 20004-1204

Tel.: 202-879-6754
Fax: 202-879-6753

Happy New Year!

The celebration of the new year is the oldest of all holidays. First observed in late March 4,000 years ago by the Babylonians, it marked the beginning of the spring planting season and was celebrated for 11 days. The Greeks began using a baby to symbolize the new year around 600 B.C. as a tribute to the annual rebirth of Dionysus, the god of wine and spirit of fertility.

The Romans also observed the new year in late March, but because their calendar was continually tinkered with by various emperors it soon became out of synch with the sun. In order to set the calendar right, in 153 B.C. the Senate declared January 1 the beginning of the year. Imperial calendar tampering continued, though, until Julius Caesar in 46 B.C. established the Julian Calendar with January 1 again the start of the new year. (However, in order to synchronize his calendar with the sun, Caesar had to let the previous year drag on for 445 days.)

The early Christian church looked down on New Years celebrations as pagan, but as Christianity spread, the church began having religious observances concurrent with many pagan celebrations and New Years was no different. Some denominations still observe New Year's Day as the Feast of Christ's Circumcision.

It has long been believed that one's luck in the coming year could be affected by what was done or eaten on the first day of the year. Many cultures believe that anything in the shape of a ring is good luck, symbolizing coming full circle and completing a year's cycle. The Dutch believe that eating doughnuts on New Year's Day will bring good luck. Hoppin' John – a mix of black-eyed peas and rice – is eaten by U.S. Southerners, believing that food that swells will bring prosperity; adding collard greens to it will bring money as well. Twelve grapes eaten at midnight in Latin America will ensure a fruitful year.

http://wilstar.com/holidays/newyear.htm

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617 0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

IDG WorldUpdate

8 JANUARY 2001
VOLUME 31, NUMBER 2

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

IDG France's *InfoPC* relaunch surpasses expectations

How do you like your *InfoPC*? "At the office *and* at home" came the emphatic response from French readers. As a result, IDG France repositioned *InfoPC* beginning with the September issue, and the results of this new approach for the *PC World*-style title have exceeded expectations. Among the achievements:

- Total paid circulation jumped from 70,000 to nearly 110,000 copies, and newsstand sales have almost doubled to 58,000. *InfoPC* is now at the same total paid circulation level as market leaders *PC Expert* (a technical publication) and *SVM* (more lifestyle-oriented and focused on future technologies), both published by VNU. *L'Ordinateur Individuel* from Groupe Tests is the other market leader.

- Ad bookings are booming, exceeding 2 million francs (approximately US$300,000) in November and December, the highest figures in *Info PC*'s 16-year history).

METRO
ENFIN UN MAGAZINE INFORMATIQUE A VIVRE!
info PC
Votre bureau dans la poche

InfoPC's new cover attracted attention at kiosks all over Paris.

- The folio size since September has averaged 260 pages compare with an average size of 180 pages in 1999.

continued on page 5

Check out IDG World Update Online's new Web site and win a prize!
See page 5.

IDG Interactive inks deal for e-commerce platform

IDG Interactive, one of IDG's German subsidiaries, has forged an agreement that will soon bring visitors of www.tecchannel.de and www.pcwelt.de detailed information about nearly all IT products available in Germany.

(L-R) ***Stephan Scherzer*** *(publisher of GameStar and tecChannel.de),* ***York von Heimburg*** *(managing director, IDG Magazines in Germany), Gerhard Trinkl (member of the board, Distribution DCI), Michael Mohr (chairman of the Board, DCI).*

A non-proprietary product database, operated jointly with DCI Database for Commerce and Industry AG, debuted at the SYSTEMS 2000 show in early November. The database contains more than 60,000 computer and networking products and will be expanded in the next few months into an e-commerce platform that will span the entire German IT market.

The database currently contains complete technical specifications for each product. Pricing information will soon be included as well, derived with the help of a company that uses spiders to scour German Web sites for pricing details. In addition a system will be in place this month so that computer dealers will provide, at no cost to them, their own prices and basic ordering information. Visitors to the product database can link directly to the dealers to buy the products. There will also be links to manufacturers.

"This database will be a new service in addition to

continued on page 5

Interested business units apply here

IDG Interactive's partner, DCI Database for Commerce and Industry AG, aims to expand its IT product database throughout Europe and worldwide. Localized versions of the database (i.e., with translations and adaptations of local product portfolios) are being planned and represent a potential opportunity for significant new revenue streams. Any IDG business units interested in licensing the database should contact Associate Publisher/ Sales and Traffic **Joachim Herbert** at jherbert@ idginteractive.de.

Introducing IDGML: GWSC aims for IDG-wide XML format

What is XML?

XML stands for "eXtensible Mark-up Language." In simple terms, it is a "mark-up" language that provides a structured way to describe data in text files.

If you ever used some of the early word-processor packages, you might remember that they used "markup" characters to indicate where text should be made bold or italicized, and where this bolding or italicizing should stop again. HTML (HyperText Mark-up Language) works in the same way.

In an HTML page, if you want a piece of text to appear bold, you surround it with "tags" like this:

some bolded text and some not bolded text.

Surrounding the bit of text with and indicates that you would like this text to be bold when it is displayed. A Web browser can then take the appropriate action and display this bit of text as bolded on a Web page. Mark-up languages use tags like the ones shown above to mark-up textual information.

With HTML, the list of allowable tags you can use is finite and is contained in the HTML specifications (which can be viewed at www.w3.org/MarkUp). With XML, you are allowed to define your own tags, and therefore the list of possible tags that could be defined is – for all intents – limitless. That's where the eXtensible bit comes from.

Note: A more detailed version of this sidebar can be found on IDG World Update Online at http://www.idgworldupdate.com.

Work has begun on defining a global standard that will allow IDG publications and Web sites to share content with each other and external partners.

At last year's Asia-Pacific Online Meeting in Hong Kong and the European Online Meeting in Warsaw, there were a number of questions from attendees about whether anybody was working on XML standards for IDG. After looking at the pros and cons of attempting to define an "IDG" format, the Global Web Support Center (GWSC) decided that the project had merit.

The GWSC began working toward establishing a proposed format for discussion, with the objective of setting up a panel of interested people to test the format. The aim is to produce a firm standard from this that can then be made publicly available to any business units, licensees or partners that are looking to adopt XML as part of their Web publishing efforts. This proposed format has been dubbed "IDGML."

"In creating this beta version of IDGML, we spent a lot of time looking at and evaluating already existing industry standard XML formats to see whether we would be better off adopting one of these," said **Mark Evans**, director, Global Web Support Center, Asia Pacific. "What we found, however, is that these formats lack significant features. So we decided to create a format based on the most popular and widespread of these formats — NITF and NewsML — and extend on them, so that translating between IDGML and these standards would be not too difficult."

A beta version of IDGML can be found at the GWSC sites www.supportcenter.com or http://asia.supportcenter.com. On the sites you will find a presentation from the North American Online meeting about what the IDGML format is and why the GWSC has been working on it; an overview of the architecture of IDGML, and a fully documented beta version of the standard.

Note: To login to the GWSC Web sites, you will need a password. If you have not already registered for the GWSC site, please e-mail Mark Evans (mark_evans@idg.co.nz) or GWSC Executive Editor **Lisa van der Kamp** (lisa_van_der_kamp@idg.com) for the initial password you will need before you can register.

Thanks to Mark Evans for contributing this article.

Advantages of a common IDG standard

The following are just a few of the advantages that a common XML standard would bring to IDG's Web publishing efforts:

- It provides a common format that can be used to facilitate information transfer between different IDG business units.
- It helps in describing the sort of information that IDG needs to be storing electronically, such as copyright information, as well as information about products, people and companies.
- It provides a richer data structure, which in turn will allow IDG to do more valuable things with the data that it produces – for example, efficiently syndicating content to third parties; grouping related content on business unit sites (or across multiple sites) more effectively or relating content to other sources of information (such as job sites, online training resources or databases or product information).
- Allows content itself to be separated from how that content is presented.

Here's how to get involved

The GWSC hopes to produce a 1.0 version in the first quarter of 2001. To succeed, the staff needs feedback from people within IDG. Volunteers are needed to serve on a panel to help test IDGML and make suggestions as to how it might be improved before version 1.0 is released.

If you are interested in participating, please e-mail Mark Evans (mark_evans@idg.co.nz).

What is DTD?

One of the things that quickly becomes apparent with XML is that you need to have a way of sharing information about the tags that you have defined, so that other people or applications know how to interpret your XML files. That's where a DTD (Document Type Definition) file comes in.

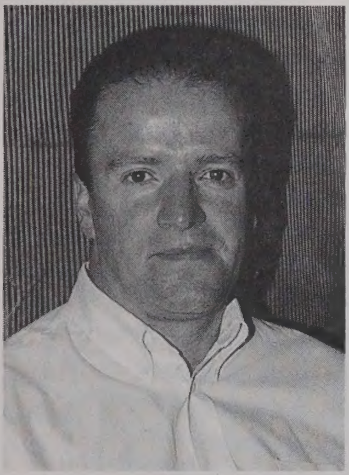
A DTD allows you to specify a "rulebook" for your particular XML tags. It describes what sort of elements (the bits between the tags) your XML documents will have in them, what order these elements will be in, whether they are optional or mandatory, and so on.

Programs called XML "parsers" or "validators" check that an XML document complies with the rules you define in your DTD. If a document does comply with those rules it is said to be "valid".

There are also some basic rules for the construction of XML documents, which are laid out in the XML standard itself. See www.w3.org/XML for details.

executive Q and A

Peter Mylchreest
The president of IDG Global Solutions/North America is this week's columnist. He may be reached at peter_mylchreest@idg.com.



IDG Global Solutions/North America at-a-glance

Locations San Francisco, Miami, and Framingham, Mass.; Toronto

Number of employees 21

Mission To build and maintain IDG market share internationally by delivering high-quality products and services that exceed our customer's expectations.

Business unit's most recent accomplishment A deal signed with 3Com at the end of December that is a multifaceted, one-month campaign in coordination with IDG Communications that combines hard cards, CDs and cover wraps for the U.S. and 13 other countries. Different formats are used in these situations globally because of different regulations and laws that vary by country. It's a one-time $285K deal, with $125K of that going to business units outside the U.S.

Q How is IGS/North America organized? To what extent have you changed the structure since becoming president last year?

A IGS/North America has developed over the past year from a sales and research business unit into a business development, sales, research and marketing business unit. IGS helps the industry's leading IT and IT-related companies build international brand recognition by developing globally integrated marketing programs, and we must have a structure that allows us to do just that. We are developing an organization that allows us to present IDG's diverse portfolio of global partnership services including customized research, customized publishing, targeted conferences and seminars and direct response tools.

Q How does IGS work with IDG Communications and Frank Cutitta's group, IDG Corporate Accounts?

A We work very closely with both IDG Communications and IDG Corporate Accounts but in different ways. IGS works with IDG Communications as a client-facing team that represents international and U.S. domestic portfolios in a global partnership. IDG Corporate Accounts are introduced on an invitation basis where their extensive knowledge and range of relationships can be used to maximize revenue opportunities both centrally and locally.

Q What strategies do you have in mind to increase cooperation between IGS and the individual business units?

A We are constantly looking for ways to increase the cooperation between the different IDG business units, and there are many approaches this can take . Last year we introduced the Latin America Exchange, where we brought together IDC and IDG's Latin America country managers to present to a large group of clients and agencies with potential interest in the region. This was an extremely good way of showing IDG's strength in depth in the region and has contributed to the increases in revenue that we are currently seeing. This will be an annual event, with the next one scheduled Feb. 22 in Miami.

We extended this concept more recently when we held our Global Briefing event last November in San Francisco. Again, we invited representatives from Europe, Asia, North America, Latin America and IDC to present to a large audience of clients and agencies with interests in marketing internationally. Orders were closed on the day, and the attendee feedback was extremely positive. We are currently working on a similar event for the East Coast in late spring/early summer.

Q What is the Global Navigator program?

This is a series of precise and comprehensive profiles of the IT markets in 55 countries. It is compiled by IGS with information from IDC and other resources and then developed as secondary research . This creates a feeling of a more in-depth analysis and not completely IDG-centric information. We supply this information to clients at the RFP stage so that they may make investment decisions based on the most currently available information. After the media plan is in place we continue to supply information about the markets that they are currently investing in and bring to their attention further developments in marketplaces to potentially develop the plan.

Q What are you doing to build IDG's visibility in the U.S. vis-a-vis our largest customers?

A Building IDG's international visibility with our major customers is probably our most active and time-consuming area for a small group such as ours. This is quite often an ambassadorial role that brings no direct revenue for IGS but creates or leverages budgets that are placed regionally and locally for IDG. This fiscal year, for example, IGS is the lead sponsor of the three Baptie Channel Conferences: Asia, held this past October; Latin America slated for February and Europe this July. We keynote global trends and forecast presentations to executive-level delegates so that IDG is omnipresent during their decision-making processes. This is just one of the 10 or so such events that we will be at this year.

Q What are your group's goals for FY01?

A Our goals are three fold. First, to increase the "collaboraction" between ourselves and other business units by offering opportunities that further educate our clients about our global capabilities and, equally important, build and maintain relationships internally that allow a timely transfer of knowledge through to the customer. Second, to increase the level of exposure of IDG's global capabilities so that we may use our content and audience to resolve a client's international marketing and communication challenges. Third, to create an environment that allows employees continued learning, career advancement and feedback on progress. The achievement of these three goals will, I believe, allow us to achieve our financial goals.

spotlight on the job

Savvy searching yields market intelligence for top clients

IDG WORLD UPDATE

*As manager of market intelligence for IDG Communications, **Volker Heistermann** keeps IDG's top clients apprised of the latest in IT-buying trends.*

Volker Heistermann, manager of market intelligence for IDG Communications in San Francisco, gets paid to read the newspaper. And IDC research reports. And IDG Research Services case studies, as well as ones from the Gartner Group, Jupiter and whatever he can find on the Internet. All this in the service of IDG's top 30 advertising clients.

"I spend a lot of time researching the IT-buying process, reading case studies on who makes the decisions," he said. "It's something our clients and their ad agencies want on a regular basis."

Among his responsibilities are investigating U.S. IT research trends to present to IDG's leading customers (firms such as Intel, Cisco Systems, Hewlett-Packard and Samsung) and their ad agencies. The business unit's mission is to increase the revenue and market share from IDG's leading U.S. customers. "We help our clients reach their target audience by creating integrated marketing programs that leverage IDG's resources," he said.

Heistermann defined an integrated marketing program as one that supports a marketing message across multiple platforms. For IDG, that means a program can span print, online, face-to-face events, books, custom publishing, training and other products in IDG's portfolio. A recent example was Microsoft's launch of Windows2000 for which IDG Communications put together a package of print ads, banner ads and the custom-published magazine *eDirections*, while IDG World Expo created the Windows2000 Conference and Exposition to coincide with the operating system's release. "It's going beyond the ad page and helping clients strengthen their connection with technology buyers in as many ways as buyers access information," he said.

Once he has done the requested market research (see sidebar), he and two interns create PowerPoint slide shows he presents to the clients that show their competitive positioning in the market and what their opportunities are or educates them on market trends. Creating the presentations can take two weeks or more as each one averages 80 slides.

"When I go to the agencies, I'm the research guy," he said. "The challenge for me is to keep them awake, educate them and keep them coming back to IDG for more. So you have to be able to do the research and present it entertainingly."

Heistermann and his team also create SWOT (strengths, weaknesses, opportunities and threats) analyses for the marketing departments of IDG's customers. For these reports they compile information from the IT trade press, IDC and other market research groups, analyze it and present the firms with what they see as the companies' market SWOT.

When not attending trade shows and industry conferences to soak up the latest industry information, he also fields requests from IDG sales teams for company-specific data, market-share data and competitive statistics; responds to daily requests for market data from agencies; and distributes industry news to IDG business development executives.

Heistermann said that his biggest challenge, other than coping with an overflowing e-mail box, is staying updated on IT market trends across all industry segments and understanding each IT vendor's challenges within its market segment. "It's very challenging for one person. One storage management firm wanted an overview of the IT market in a three-day timeframe."

Heistermann, a German national, moved to the U.S. four-and-a-half years ago, joining IDG Marketing Services (as IDG Global Solutions was then known) in February 1997 as an international marketing assistant. "There are more growth opportunities here," he said. "In Germany if you study law you're a lawyer all your life. Here you can use all you've learned to do what you want." WU

All in a day's work

Below is a typical customer request for **Volker Heistermann**, manager of market intelligence at IDG Communications. The client, a large network infrastructure equipment corporation, needed the following information:

- Views on how technical decision makers (TDM) buy products/technology.
- Views on which companies TDMs go to for wireless, mobile, optical, edge, core, broadband, content networking, voice/video/data integration technologies.
- The hottest technologies TDMs need in the next six to 12 months.
- The most popular Internet initiatives they need to implement.
- What do TDMs value most when selecting a vendor for their networks: IP leadership, customer service, best-of-breed technology, etc.

Week of January 8, 2000

Administrative Assistant (CWI)

Computerworld has an exciting opportunity for an Administrative Assistant supporting the President's office. Responsibilities include general administrative support including coordinating travel and expense reports, handling incoming and outgoing calls, filing as well as other special projects. This position includes frequent interaction with all members within the company as well customers and other business relations. Ideal candidate will have excellent communication skills, strong attention to detail, ability to multi-task in a fast paced environment and effective PC skills (MS Word, Excel, PowerPoint) and knowledge of Lotus Notes preferred. This position reports directly to the Chief of Staff and requires a high degree of professionalism and a minimum of 3 - 5 years of administration experience. This position can accommodate a flexible schedule. *Location: Framingham MA*
Contact: M. Scanlon, Email: mary_scanlon@computerworld.com

Ad Sales Assistant (CXO)

CXO Media is looking for a high energy individual to provide sales support to the Framingham, MA sales team. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and rfp's. Ideal candidates have a customer service orientation and thrive in a fast pace environment, strong writing skills and attention to detail, excellent multi-tasking skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 1-3 years business experience.
Location: Chicago IL
Contact: J. Snow, Email: jennifer_snow@idg.com

Consultant (IDC)

IDC's Services Research Group is seeking a consultant to help build business in a rapidly growing services market research practice. Working closely with a team of industry analysts, you will manage projects, ensure research quality, support business development and build and maintain relationships with leading IT services firms. Required skills include strong project management capabilities, presentation skills, quantitative and qualitative market research knowledge, and a high sense of responsibility. Ideal experience includes information technology industry analysis and/or market consulting. MBA preferred. Knowledge of the IT services market is a plus. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Consulting Project Manager (IDC)

IDC's fast growing Services Industry Consulting group seeks a Consulting Manager/Director level individual possessing strong project management and quantitative skills to develop and manage large, data intensive projects. Experience in managing large projects, strong communication/collaborative skills, primary research skills, and data modeling skills preferred. MBA or similar related degree desired. Location: Framingham MA
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Research Manager/Director, Storage Software (IDC)

We are looking for someone with experience in storage software and related hardware issues for an exciting role leading IDC's Storage Software research. The work would include analysis of vendors' strategies, tracking and forecasting of market conditions, and assisting clients with understanding this dynamic market. Skills required include excellence in writing, presentation, and analytical skills, including spreadsheet modeling. Some knowledge of finance and/or marketing would be a plus. The candidate should have several years of experience in this or a related field and have at least a Bachelor's degree. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Sr. Analyst, CRM Services (IDC)
The Worldwide Services Research Group is looking for a dynamic person who is knowledgeable about ebusiness to assume a Sr. Analyst position with its Customer Relationship Management (CRM) Services program. This individual will be responsible for taking a leadership role in following ebusiness services and technology companies playing in the evolving CRM services segment. Responsibilities will include meeting with leading CRM service firms and vendors, interacting with the press and investment firms, building relationships with clients and prospects, conducting and producing research, and building a profitable research practice through activities in the areas of sales and marketing. Qualified individuals will possess a Master's degree in a professional field such as business or international affairs, 5-10 years of professional experience, and knowledge of technology and marketing issues. The successful candidate must have very strong writing and presentation skills, demonstrate initiative in independently exploring new topics, and be able to balance multiple roles simultaneously. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Sr. Research Analyst, Storage & Data Management Services (IDC)
To keep pace with the rapid growth in demand for IDC's market intelligence in storage and data management services, IDC is seeking a Senior Research Analyst who will be responsible for identifying new opportunities for providers looking to build market share in three areas: the rapidly growing Storage Service Provider (SSP) market, the traditional storage services market, and the emerging Web-based data management services market. This analyst will help competitors seize the opportunities in these marketplaces by identifying key players and trends, developing new market models, and providing tactical and strategic recommendations. This is a high-profile position in which the successful candidate will work with both start-up ventures and Fortune 500 companies, meet with key executives in developing go-to-market strategies, interact with Wall Street firms, and have frequent contact with the press. Candidates must possess excellent written, presentation, and quantitative skills. MA/MBA graduate with experience in the high technology services or IT and Internet services industries a plus. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Customer Service Representative (IDC)
This is a full-time position located in busy sales office (Framingham). Responsibilities include supporting 5 full-time Volume Sales people, with proposal generation, proposal follow up, order entry, and post-sale customer service functions. Light client interaction and excellent telephone skills are a must for this position. Position requires strong PC skills including proficiency in Word and Excel. Two to five years of customer service experience required.
Location: Framingham MA
Contact: G. Lawrence, Fax: 508-935-4432, Phone: 508-935-4137, Email: glawrence@idc.com

Telecom Administrator (IDC)
Full-time position working in the IDC Telecom Department. Responsibilities will include coding and reconciling telecom invoices, distributing and managing calling cards, updating call accounting system, weekly telebriefing support, and switchboard operator support, as well as any general administrative duties. *Location: Framingham MA*
Contact: D. Leone, Fax: 508-935-4432, Phone: 508-988-6866, Email: dleone@idc.com

B2B Research Analyst, Internet Group (IDC/Japan)
For the right entrepreneurial and inquisitive candidate, IDC Japan has a primary research analyst position to track the exciting B2B movements in this fast-moving field. Coverage opportunities include B2B utilization in Japanese companies, case studies, eMarketplaces, logistics, and several other topics. This highly motivated professional will have industry experience in the IT field, familiarity with the B2B markets, will be responsible for providing quantitative and qualitative information to clients, and contribute knowledge and expertise to the worldwide Internet research group. Excellent customer relation capabilities are expected, as are J/E bilingual writing and presentation ability.
Location: Tokyo Japan
Contact: N. Kobayashi, Fax: 81-3-5440-3411, Phone: 81-3-5440-3424, Email: nkobayashi@idcjapan.cp.jp

Junior Research Analyst, PC Group (IDC/Japan)

This analyst will be a key member of our core PC research group. Key responsibilities will include maintaining and adding to our product database, respond to client inquiries, creating presentable tables and charts, and providing compelling research and advice on focus topics, including timely news/event analysis, in-depth advisory bulletins, custom consulting projects and more. The analyst will also contribute to research across the Asia/Pacific region and work with regional analysts to develop a market expertise. Candidate must have strong writing, speaking, and analytical skills, as can demonstrate proficiency in MS Office applications. Bilingual J/E skills required. *Location: Tokyo Japan*
Contact: N. Kobayashi, Fax: 81354403411, Phone: 81354403424, Email: nkobayashi@idcjapan.cp.jp

Market Analyst, Software Group (IDC/Japan)

As a senior analyst, this position will be responsible for analyzing the software market, with emphasis placed on market sizing and forecasting, technology and system trends, vendor analysis, pricing trends, and supply and demand analysis. Support and contribution to Asia/Pacific and WW software with timely and qualitative/quantitative analysis will be expected. The position will require client visitation, product briefings, presentations, and inquiry support. Consulting projects and sales activities round out the responsibilities for this successful J/E bilingual individual.
Location: Tokyo Japan
Contact: N. Kobayashi, Fax: 81-3-5440-3411, Phone: 81-3-5440-3424, Email: nkobayashi@idcjapan.cp.jp

Research Manager, Personal Computing Group (IDC/Japan)

This position is responsible for managing all aspects of IDC Japan's personal computer hardware research, including research tools and methodologies, research deliverables, product P&L, and focus on future product development and enhancement through sales and research planning efforts. A qualified candidate will have the ability to adapt, demonstrate initiative and balance multiple roles simultaneously. For this high-profile position, strong writing, analytical, quantitative, and presentation skills are necessary, as are superb interpersonal skills since client support will be required. Bilingual J/E skills are necessary.
Location: Tokyo Japan
Contact: N. Kobayashi, Fax: 81-3-5440-3411, Phone: 81-3-5440-3424, Email: nkobayashi@idcjapan.cp.jp

Research Manager, Software Group (IDC/Japan)

This position is responsible for managing the software group's entire research areas. Understanding key market areas and effectively analyzing trends will be imperative for the successful candidate. Strong writing, analytical, quantitative, and presentation skills are necessary, as are superb interpersonal skills since client support will be required. Bilingual J/E skills are also a necessity. *Location: Tokyo Japan*
Contact: N. Kobayashi, Fax: 81-3-5440-3411, Phone: 81-3-5440-3424, Email: nkobayashi@idcjapan.cp.jp

Web Designer (IDC/Japan)

Successful developer will be able to use HTML, Javascript, Adobe Photoshop, Dreamweaver, MS Products to develop memorable company web sites. Key responsibilities will include, administration of content, ongoing validation of syntax and links, conversion of existing paper based publications into suitable web file downloads, conversion of audio/videocassette publications into compressed downloadable files for access via website, and liaising with regional and corporate web masters regarding layout, design and content. Also included are providing weekly report on visitor stats, secure ecommerce solutions, and development and maintenance of chat rooms/bulletin boards. To be successful in this role you will be a self-motivated individual with a high degree of initiative, enjoy people contact and working in a team environment as well as being creative and enjoy research and muli-tasking.
Location: Tokyo Japan
Contact: N. Kobayashi, Fax: 81-3-5440-3411, Phone: 81-3-5440-3424, Email: nkobayashi@idcjapan.cp.jp

Senior Tax Accountant (IDG/CSG)
IDG's Corporate Support Group is searching for a Senior Tax Accountant to join the tax team. The individual in this position will be responsible for the preparation of the consolidated federal and state income tax returns as well as sales tax and other miscellaneous tax returns. This position will assist in the year end tax provision for the company's financial statement audit and contribute to ongoing tax planning and research projects. Candidate will also have the opportunity to assist with the federal, state income, and state sales tax audits. This is a fast paced, busy environment with the opportunity to gain exposure to the different areas of tax. Candidates must be detail oriented with the ability to stay focused in an area of constant change. A Bachelor's degree is required; an accounting background is a plus.
Location: Framingham MA
Contact: C. Moloney, Fax: 508-935-4600, Phone: 508-988-6832, Email: christine_moloney@idg.com

West Coast Advertising Sales Director (IDG/GMG)
Manage sales activities for all print media properties of the GamePro brand. Responsibilities include sales management of a $10 million plus territory, managing and training staff of three sales professionals, developing effective sales presentations and support tools, as well as creating effective advertiser promotions. Candidates must have exceptional communications skills, both written and oral. Must have extensive print media sales and management experience, be able to handle multiple tasks, and have solid presentation skills. Knowledge of magazine publishing, video and computer games industry, or male teen-focused consumer products experience is highly desirable. *Location: San Francisco CA*
Contact: C. Lee, Fax: 415-975-2609, Phone: 415-978-2283, Email: clee@gamepro.com

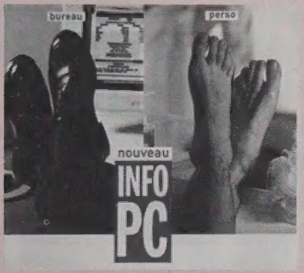
Human Resources Internship (IDG/HR)

IDG Human Resources Services Division - West has a great opportunity for a Human Resources Intern to join our dynamic HR Team for 10-12 hours/week. The HR Intern will support an HR team. Responsibilities include; creation of New Hire packages; maintain HR personnel records to include follow up of new hire paperwork and filing of paperwork; assist with monthly reports; distribute HR communications to employees; provide general administrative support to the HR Department. IDG HRSD West seeks a customer service oriented individual who has strong verbal and written communication skills, proficient PC skills, the ability to handle confidential information professionally, as well as the ability to organize and work on several projects at one time. *Location: San Francisco CA*
Contact: L. Browne, Email: lisa_browne@idg.com

Executive Administrative Assistant (PCW)

PC World is currently looking for an unusually talented Executive Assistant for their SF office. This individual will report to the VP/Editorial Director who manages a department of 75 editors, designers, & performance analysts & will be responsible for executing administrative & general office management responsibilities. The Executive Assistant will assist with communications to, plan & execute events for, & maintain & improve working relationships with senior Editorial staff, other PC World employees & managers, other IDG business units, industry partners, the press & the community-at-large. JOB FUNCTIONS INCLUDE: 1. Written & verbal business communications & MS Office Suite. 2. Handling general departmental admin duties including updating the editorial calendar, issuing press credentials, ordering supplies, distributing & archiving manuscripts, coordinating office moves, & other duties as assigned. 3. Serving as the primary point of contact for editorial inquiries, answering questions, resolving problems, & referring or redirecting as appropriate. 4. Arranging & managing the Editorial Director's schedule, anticipating & resolving issues, using independent judgment to prioritize for efficiency. 5. Arranging & managing the Editorial Director's travel schedule to ensure efficiency, convenience, & cost-effectiveness. 6. Planning, scheduling & budgeting for all PC World Editorial meetings, receptions, conferences, & events. Identifying & scheduling speakers. Managing all logistics to ensure a high level of customer satisfaction. 7. Assist in the management of the Editorial dept.'s expenses & budgets. Candidate should have exceptional written & interpersonal skills, some experience in meeting & travel planning, & the ability to gracefully handle heavy phone traffic & manage complex projects simultaneously. Should be resourceful, independent & well-organized & have an eye for detail & excellent follow-up skills. Corporate experience, customer-service attitude, & a good working command of PC business applications are essential. The successful candidate will be very personable & extremely flexible. Will be a skilled diplomat, able to work effectively with staff members at all levels, & able to inspire trust & be discreet with confidential information. PC World offers competitive salaries, superb benefits & a commitment to employee training, development, & workforce diversity. The office environment is lively, friendly, and relaxed. *Location: San Francisco CA*
Contact: T. Mancinelli, Phone: 415-243-3549, Fax: 415-243-3694, Email: teresa_mancinelli@idg.com

Marketing techniques for the new *InfoPC*



InfoPC can be used at the office and at home, as the ad campaign clearly suggests.

Beginning in June, a multi-faceted promotional campaign focused on the home/office theme. Advertisers and agencies received mailings and e-mails announcing the relaunch. They also received a box that was printed with the words "The new *InfoPC*: do you want to discover it at the office, or at home?" Inside was a coin to buy coffee from an office vending machine and a sugar-tipped stirrer to use for sipping a beverage at home.

On the day of the launch, Sept. 22, major radio stations aired commercials targeted to executives, posters appeared on more than 3,000 newsstands, a variety of point-of-sale promotions were in place, and advertising campaigns launched in the major communications magazines *Stratégies* and *CB News*.

InfoPC's re-designed and reorganized Web site (www.infopc.fr) also debuted Sept. 22. The Web promotion on the *Stratégies* site ran for two weeks in October with a banner ad inviting visitors to receive a free copy of the new *InfoPC*. Additional radio commercials and point-of-sale promotions continued for the November and December issues. In late November, *InfoPC* held a party for agencies and advertisers to celebrate the publication's relaunch success.

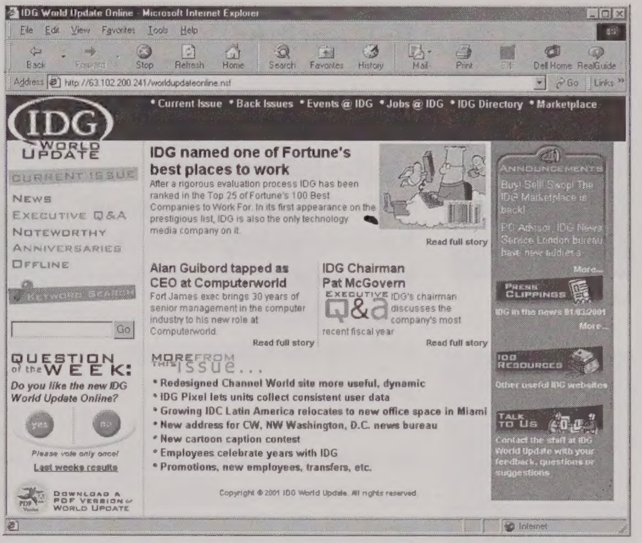
Version 2.0 of IDG World Update Online is here!

The online version of *IDG World Update* (www.idgworldupdate.com) is sporting its first redesign since its 1996 debut.

In addition to a fresh, more colorful design, enhancements abound. A new navigator bar on the right side lists timely company announcements, employee resources (such as the IDG Directory and events listings) and IDG press clippings.

A new "Question of the Week" features invites employees to weigh in on IDG and industry issues. Employees can post their own classified ads in the revived "Marketplace" section. An improved search mechanism guides users who can view World Update going back to August 1996. The Web site is housed on a powerful new server that will also make downloading faster and easier.

The *World Update* staff is grateful to IPS Notes Developer **Karl-Henry Martinsson** and VP/Information Services **Morris Effron** for their many contributions.


IDG World Update Online - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Forward Stop Refresh Home Search Favorites History Mail Print Dell Home RealGuide
Address http://63.102.200.241/worldupdateonline.nsf Go Links
• Current Issue • Back Issues • Events @ IDG • Jobs @ IDG • IDG Directory • Marketplace
IDG WORLD UPDATE
CURRENT ISSUE
NEWS
EXECUTIVE Q&A
NOTEWORTHY
ANNIVERSARIES
OFFLINE
KEYWORD SEARCH
Go
yes
no
Last weeks results
DOWNLOAD A PDF VERSION of WORLD UPDATE
ANNOUNCEMENTS
More...
PRESS CLIPPINGS
More...
IDG RESOURCES
TALK TO US
Internet

IDG named one of Fortune's best places to work
After a rigorous evaluation process IDG has been ranked in the Top 25 of Fortune's 100 Best Companies to Work For. In its first appearance on the prestigious list, IDG is also the only technology media company on it.
Read full story

Alan Guibord tapped as CEO at Computerworld
Fort James exec brings 30 years of senior management in the computer industry to his new role at Computerworld.
Read full story

IDG Chairman Pat McGovern
EXECUTIVE Q&A IDG's chairman discusses the company's most recent fiscal year
Read full story

QUESTION of the WEEK:
Do you like the new IDG World Update Online?
Please vote only once!

MORE FROM THIS ISSUE...
- Redesigned Channel World site more useful, dynamic
- IDG Pixel lets units collect consistent user data
- Growing IDC Latin America relocates to new office space in Miami
- New address for CW, NW Washington, D.C. news bureau
- New cartoon caption contest
- Employees celebrate years with IDG
- Promotions, new employees, transfers, etc.

Buy! Sell! Swap! The IDG Marketplace is back!
PC Advisor, IDG News Service London bureau have new address
IDG in the news 01/03/2001
Other useful IDG websites
Contact the staff at IDG World Update with your feedback, questions or suggestions

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A stylish IDG tote bag could be yours!

Check out the contest details in this week's IDG World Update Online. Answer a few brief questions in the scavenger hunt and you name will be entered in a random drawing for three large IDG tote bags.

InfoPC relaunch

continued from page 1

- Advertisers and readers have enthusiastically accepted the new editorial formula, sending numerous congratulations letters.

According to IDG France Managing Director **Gérard Adamis**, *InfoPC*'s repositioning was based on the findings of major market research companies SPFRES and IPSOS, which concluded business decisionmakers needed a magazine that provided them with information for both their professional and personal computing needs. "Previously, *InfoPC* focused on business professionals' computing environment at the office, but now, since these people are also very active home users, we want to fulfill this need as well," Adamis said.

The new *InfoPC*, which has the tagline "*Vivre les nouvelle technologies*" ("Live the new technologies") has more reviews and focuses more on practical solutions than purely technical aspects of computing, said Editorial Director **Félix Marciano**.

"We're now very confident about the future of the magazine," Adamis noted, thanking his *PC World* colleagues in the U.S., Germany, England, Sweden, Italy and Germany for their advice, such as increasing the folio size, circulation and home-computing articles and lowering the price.

For more information contact Gérard Adamis at gerard.adamis@idg.fr or Advertising Sales Manager **Hélène Fily** at fily@infopc.fr.

IDG Interactive

continued from page 1

the independent editorial provided by our two Web sites, since it will provide basic information about products that aren't evaluated by our editorial staff," said IDG Interactive Managing Director **York von Heimburg**.

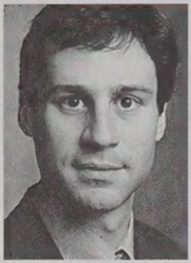
Updates to the database will be handled by a team of 30, all working for IDG's partner, DCI. Two or three people from IDG Interactive will be charged with coordinating updates to the database.

While it uses the database on its own Web sites, IDG Interactive also offers an OEM version of the database for licensed integration with shopping portals and auction sites, and dealers can use the database as a platform for their own operation. The company's first licensee, for example, is a dealer who previously had to manually input product descriptions and pictures for the more than 10,000 products he offers; now he simply links to the IDG/DCI database.

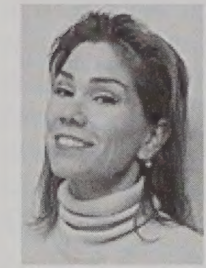
In addition to providing information about current consumer prices, there are plans to build a virtual shopping center and to add service components to the database, such as drive and software updates.

For more information contact Associate Publisher/Sales and Traffic **Joachim Herbert** at jherbert@idginteractive.de.

noteworthy people


LaMonica

Gotcher


SUE MURPHY

Mancinelli

IDG WORLD UPDATE

Sezni

Wendie Larkin

Barbera

Wendie Larkin

McCormack

Promotions

InfoWorld recently announced two promotions. **Martin LaMonica**, previously executive news editor, has been promoted to executive editor and will be responsible for all news and features content appearing in print and online. "In his new role, Martin will be able to best optimize our editorial resources across both mediums and, in conjunction with a revamped news/features management team, will help take *InfoWorld* into the next century," said Editor-in-Chief **Michael Vizard**. LaMonica joined IDG in 1991 and has been with *InfoWorld* since May 1995. Features Editor **Renee Gotcher,** a five-year IDG veteran, has been named editor of *CTO First Mover*, where she will assume responsibility for all CTO publishing efforts in print and online. "Congratulations to Renee and Martin for their outstanding efforts," Vizard said.

New employees

Teresa Mancinelli has been hired by IDG Human Resources Services Division/West as a senior recruiter. She was previously a contract corporate recruiter for DHL Worldwide. She holds a B.S. in industrial psychology from California State University/Hayward and enjoys biking, reading non-fiction, movies and jazz.

After freelancing around the San Francisco Bay Area, **Marlene Sezni** has joined *Macworld* as art director. She holds a B.A. in French and Spanish literature from St. John's University, as well as a certificate in graphic arts from the Center for the Media Arts. Away from her desk she enjoys yoga, kickboxing and painting.

Dan Stores has joined IDG Global Solutions in Staines, U.K., as an assistant accountant. He was most recently employed at Islanda Ltd. Dan has an A.A.T. from BBP Financial Training College and spends his free time playing the guitar, golf and football.

After working as a publishing assistant for Custom Learning Design, Inc. **Ryan Fitzgerald** joins IDC in Framingham as a proofreader. He graduated from Brown University in Providence, R.I.; with B.A.s in English and history.

IDC Framingham has hired **Michelle Burgess** as a copy editor for IDC Reports, Bulletins, Flashes and Newsletters. She previously worked as a freelance editor/proofreader with nSight and Communications Collaborative. She holds a B.A. in journalism from the University of Missouri.

IDC Framingham's IT department's new group operations coordinator is **Danielle Dion**. She was previously an assistant in the customer service department of United Health Care of New England. She attended Boston's Northeastern University and the Art Institute of Pittsburgh and enjoys movies and spending time with friends.

IDG World Expo has hired **Robert Ricchi** as conference manager. He was previously a program manager with Linkage, Inc., and holds a B.A. from Boston College in political science and history. Away from the office, he enjoys backpacking, photography and traveling.

Inside Sales Representative **Brian Parker** joins IDC's Irvine, Calif., office from his role as a customer service account representative with Toyota Financial Services. He graduated from Chapman University in Orange, Calif., with a B.A. in exercise physiology. He likes mountain biking and rugby.

Previously a sales development manager with Time, Inc.'s *People* magazine, **Miriam Kutcher** is now a marketing programs manager at IDC's Framingham office. She graduated from Barnard College in New York City with a B.A. in art history. A native Canadian, she recently became a U.S. citizen "and voted in this historic election."

Josh Friedman joins IDC in Framingham as a software inquiry analyst, coming from Harpell/Martins and Co. where he was an account coordinator. He earned a B.A. in political science from Georgetown University in Washington, D.C., and is currently studying classical guitar.

IDC West in Mountain View, Calif., has hired **Lee Bilodeau** as senior account executive in the Services group. She comes from her role as vice president/sales with Dev-Com, Inc. She holds a B.A. in sociology from UCLA, K-8 teaching credentials from its Graduate School of Education, and an M.S. in mass communications/journalism from San Jose (Calif.) State University. In her spare time she enjoys mountain biking, snow-boarding and rock climbing.

When not studying for a B.A. in communication arts at Framingham State College, **Daniel Garden** is working as an audience development intern at ITworld.com. He enjoys singing choral music and outdoor sports, including mountain biking and hiking.

Previously senior designer with *The Harvard Business Review*, **Michelle Barbera** now holds the same title with *Network World*. She earned a B.A. in studio art from Smith College in Northampton, Mass., enjoys illustration, hiking, lawn darts and spear fishing and claims to have finished all her Christmas shopping two weeks early.

Network World has hired **Amanda McCormack** as art assistant. She was previously a customer service representative and claims handler with Central Communications. She studied photography at the Hallmark Institute of Photography and recently launched a small, part-time portrait photography business.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Vincent Tardin *IDG Brazil*

17

Grazia Rovati *IDG Italy*
Maristela Santos Oliveira *IDG Brazil*
Pauline Smith *CXO Media*

16

Rebeccca Segal *IDC*

14

Vera Chan *IDG Hong Kong*
Linda Holbrook *Computerworld*
Alda Campos *IDG Brazil*

13

Katalin Kopácsi *IDG Hungary*
Mary Wardley *IDC*

12

Ken Fuller *IDG*
soka Egyed *IDG Hungary*
Carol Hildebrand *CXO Media*

11

Diana Garza *IDG*
Imre Birkus *IDG Hungary*
Lillian Richard *IDG*

10

Petr Kubat *IDG Czech*
Eos de Feminis *Mac Publishing*
Andrea Gellert *IDG Hungary*
Mark Hanson *IDG*

9

Anna Micsko *IDG Hungary*
Ailton Barbosa da Silva *IDG Brazil*
Luiz Fernando *IDG Brazil*

8

Jose Gonzalez *IDG Spain*
Felix Gonsalves *IDC*
Eric Prothero *IDC*
Deborah Temple *IDG*

7

Jason Snell *Mac Publishing*

6

Patricia Reilly *IDG*
Robert Gleason *IDG*
Dennis Philbin *IDC*
Ana Paula Motta de Souza Lobo *IDG Brazil*
Terezinha Almeida Omura *IDG Brazil*
Mustafa Mustafa *Macworld U.K.*

5

Mini Lo *IDG Hong Kong*
Sara Lake *IDC*
Carmen Matheson *IDC*

4

Heather Beauton *CXO Media*
Renata Zilse Pereira Borges *IDG Brazil*
Elba Intriago-Anzardo *IDG Global Solutions*
Samantha Ritchie *PC Advisor*

3

Dagmar Ruscakova *IDG Czech*
Vaclav Maletinsky *IDG Czech*
Leanne Salmon *IDG Global Solutions*
Eileen Yu *Computerworld Singapore*
Sujoy Sen *IDC Singapore*
Szilvia Erdei *IDG Hungary*
Jozsef Samu *IDG Hungary*
Susanne Wong *IDC*
Karen Beasley *IDG Communications*
Sean Ashcroft *Macworld U.K.*

2

Thomas Lui *IDG Hong Kong*
Michal Bares *IDG Czech*
Jana Pelikanova *IDG Czech*
Kim Kirmelewicz *IDG Communications*
Renske Ellens *IDC Benelux*
Peter Leinweber *IDG Austria*
Thomas Meyer *IDC U.K.*
Karin Paoli *IDC U.K.*
Szilárd Paal *IDG Hungary*
David Hauser *IDC*
Judith Young *IDC*

1

Sumner Lemon *IDG Hong Kong*
Claudio Almeida *IDC Brazil*
Joao Bustamante *IDC Brazil*
Brian Molter *ITworld.com*
Joel Shore *ITworld.com*
Lisa Schmeiser *Mac Publishing*
Dennis Sellers *Mac Publishing*
Hannah Kaiqian Hu *IDG Global Solutions*
Wasim Saddique *IDC U.K.*
Paolo Morati *IDG Italy*
Wilvin Chee *IDC Hong Kong*
Dan Vesset *IDC*
Peter Parsons *IDC*
Andrea Healy *CXO Media*
Susan Gilday *CXO Media*
Spencer Dalziel *PC Advisor*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG trivia contest winners named

Cindy Reed, financial analyst at IDG's Framingham, Mass.-based Corporate Support Group, and **Susan Weidman**, executive assistant at CXO Media, also in Framingham, will soon be bringing their lunches to work in snazzy new IDG lunch bags. The two women correctly answered all 15 questions in the Nov. 13 IDG Pursuit trivia contest. The answers, noted below, appeared in the five October 2000 issues of *IDG World Update.*

1) What was the focus of this year's Vietnam Computerworld Expo?
Bonus question: Does IDG have a *Computerworld* title in Vietnam?

2) Representatives from which business units served as judges for the 2001 IDG Employee Photo Calendar contest?

3) *InfoWorld*'s new President and CEO **Robert Magnuson** comes from what newspaper?

4) What line of IDG Books will IDG's Costa Rican licensee, Trejos Hermanos Sucesores, begin distributing in October?

5) What is the URL for the Web site of the pair of *Computerworld Danmark*-sponsored Danes circumnavigating the globe on motorcycles to report on the impact of the Internet on ordinary people's lives?

6) IDG recently licensed a *PC World* publication in which African country?

7) What is the name of IDG's first "home" office in Newton, Mass.?

8) Which two IDG business units have teamed up to produce Internet Entertainment Expo?

9) Name the uninvited guest at IDG Ventures' third annual Portfolio Meeting.

10) Along with international strength and product branding, what is the third hallmark of IDG's recently redesigned home page, www.IDG.com?

11) What was the theme of this year's AGENDA 2001 conference?

12) Who won the Chairman's Cup for Overall Management Excellence at this year's IDG Worldwide Managers Meeting?

13) What is the tagline for the recently revamped *Publish*?

14) How many correspondent bureaus does the IDG News Service have worldwide?

15) Which city was the location for the first Internet Commerce Expo in Europe?

Answers: 1. E-commerce and software development. No. 2. IDC Canada and Laurentian Technomedia. 3. Los Angeles Times. 4. Para Dummies. 5. www.mondoride.com. 6. Nigeria. 7. Grey House. 8. IDG World Expo and IDG Games Media Group. 9. Rattlesnake. 10. E-commerce. 11. "The Juice." 12. CXO Media CEO Joe Levy. 13. Internet Communication for the New Economy. 14. 14. 15. Dusseldorf.

celebrating 10!

Name
Fu Zaijun

Home
Beijing

Joined IDG
August 1990 as editor of *Electronic International/ Computer & Communication* (now *Network World China*).

Career path
1990-1995, editor, *Electronic International/Computer & Communication*; 1995-1996, manager of Chief Editor Office, *Electronic International/Computer & Communication*; 1996-1998, deputy chief editor, *Electronic International/Computer & Communication*; 1998-2000, manager of China Computerworld Publishing and Servicing Co., South China branch.

Current job
Manager of South China branch, South China edition of *China Computerworld*. I am responsible for marketing promotion in South China.

What's kept you at IDG for 10 years?
The continuous challenge.

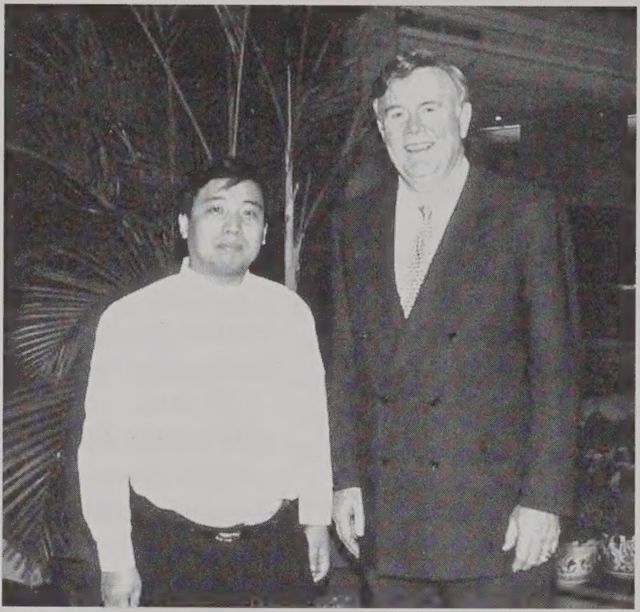
Best way someone could compliment you on your work
Promote me!

Interests outside the office
Music and sports.

Favorite Web site
www.sina.com.cn (a news site, it is China's most popular Web site).

What talent do you wish you had that you don't have?
I would like to be more skilled in arts and literature.

What is the most difficult decision you ever had to make?
To set up the South China branch for *China Computerworld*.



IDG Chairman ***Pat McGovern*** *escorts China Computerworld's* ***Fu Zaijun*** *to dinner in Shenzhen in honor of his 10 years of service to the company.*

As a child, what did you want to be when you grew up?
A general in the army like Napoleon.

One possession you'd grab if your house were on fire?
My camera.

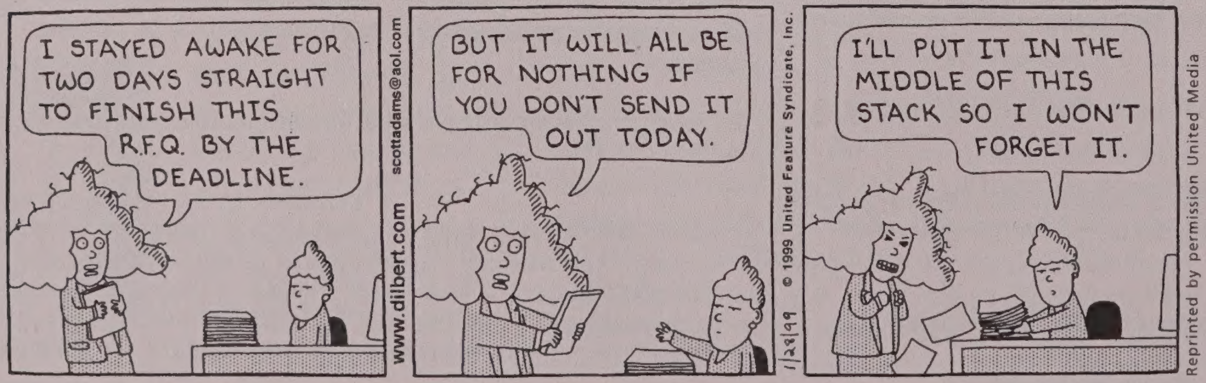
Favorite vacation spot?
Hawaii

If you won the lottery tomorrow, you would
Invest it all.

Retirement dreams?
Global travel.

Manager's profile
"*China Computerworld* has been based in Beijing since 1980. It is very popular in North China, but was not nearly as well known in South China up until two years ago when Mr. Fu was assigned to open a South China branch. Mr. Fu has worked very hard to develop the market for *China Computerworld* in five provinces in South China. He recruited a team of reporters and launched the South China edition of *China Computerworld*, which is now printed and distributed locally."
— *Shi Huaicheng, president, China Computerworld Publishing and Servicing Co.*

DILBERT® by Scott Adams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and finally...

Address change

PC Advisor and the London bureau of the IDG News Serivce have moved to the following address:

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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WWW.IDGWORLDUPDATE.COM

Network World Fusion expands training options

IDG WORLD UPDATE

Members of the Network World team working on Fusion's partnership with training provider Global Knowledge include (l-r): ***Debi Vozikis****, new media design manager;* ***Michele Zarella****, director, events business development; and* ***Charley Spektor****, general manager, Network World Fusion.*

The staff at Network World's Web site, Network World Fusion (www.nwfusion.com), last month announced a partnership with Global Knowledge, one of the leading companies offering hands-on network training and certification courses to network professionals. Under terms of the agreement, Network World Fusion will market Global Knowledge's courses on its site. Readers will be able to browse course offerings and sign up for courses through Fusion.

"When you think about it, network training classes are all about accumulating knowledge to do your job better," said **Charley Spektor**, general manager of Network World Fusion. "At Network World — the magazine and the Web site — helping network professionals accumulate knowledge is what we've been about for the past 15 years. In this case, we're merely working with a partner to extend our range of offerings to our readers."

Global Knowledge is one of the largest companies of its kind, offering dozens of hands-on courses and generating more than $300 million in revenue in 1999. Examples of its courses include a 12-day intensive "boot camp" for network professionals working toward their Cisco Certified Network Professional designation. This course is being offered 11 times between now and July. Other courses include: Interconnecting Cisco Network Devices, a five-day course being offered 300 times in several dozen cities between now and June; Troubleshoot-

continued on page 5

IDG Global Solutions meets with Eastern European publications to explore ways to boost ad sales

MILENKO VASIC

Meeting participants included (front row, l-r): ***Vladimir Plachy****, IDG Czech;* ***Justin Khaksar****, IGS EMEA U.K.; and* ***Mikhail Borisov****, Russia licensee. Middle row (l-r):* ***Istvan Biro****, IDG Hungary;* ***Olga Yurevich****, Ukraine licensee;* ***Tina Olschlager****, IGS EMEA, Germany;* ***Robert Sraka****, Slovenia licensee;* ***Frederic Bonnin****, IGS EMEA, France; and* ***Mihaela Gorodcov****, IDG Romania. Back row (l-r):* ***Ivan Novotny****, IDG Czech;* ***Thomas Foldesi****, IDG Hungary;* ***Aleksander Spasic****, Yugoslavia licensee;* ***Szilvia Szendrey****, IDG Hungary;* ***Kazimierz Szot****, IDG Poland;* ***David Harmer****, IGS EMEA, U.K.;* ***Dominic Child****, IGS EMEA, U.K.*

IDG Global Solutions convened a first-of-its-kind meeting with subsidiaries and licensees in Eastern Europe designed to explore ways to boost ad sales into the region's publications from IGS hubs worldwide.

Attending the one-day meeting in November hosted by IDG Hungary were representatives from IDG publications in Hungary, Bulgaria, Poland, Czech Republic, Romania, Russia, Yugoslavia, Ukraine and Slovenia. Attendees from IGS included **David Harmer**, **Justin Khaksar** and **Dominic Child** from the U.K. office; **Frederic Bonnin** from IGS France; **Tina Olschlager** from Germany and IGS board member and Managing Director of Computerwoche Verlag **Ralph Peter Rauchfuss**. In addition, IDG International Publishing Service VP Licensing **Tim Clarke** was at the meeting.

According to IDG Global Solutions EMEA Vice President David Harmer, who chaired the meeting, the key issue explored was the development of a single

continued on page 5

in brief

IDG Argentina sets sights on *Network World* title *e-Business & Telecoms*

IDG Argentina began the new year with plans to launch a second publication to join *Computerworld Argentina.* The "0" issue of *e-Business & Telecoms*, a member of the *Network World* product line, debuted this month. The first official issue of the monthly business magazine will appear in March or April depending on advertiser support.

The deregulation of the Argentine telecommunications market this past November prompted the launch strategy. While Argentina has been in a severe recession since January 1999, the networking/telecommunications sector is among the healthier segments of the IT market.

"We decided to develop a new publication that would provide information to help boost IT and communications companies in the country and help them take advantage of new opportunities," said IDG Argentina General Manager **Ruben Argento**. "The magazine will reflect the New Economy vision, based on the convergence and integration of voice, data and images on the Internet, together with information technologies and new ways of fixed and mobile communications that are powering new e-commerce ventures."

STRATEGIC DIRECTIONS
NetworkWorld
eBusiness
magazine de negocios dirigido a
&
Telecoms
directivos y usuarios corporativos
La New Economy estallará en el 2001 !!
Impulsará inversiones y negocios bajando costos
CONVERGENCIA
E INTEGRACIÓN
EN INTERNET
Supply Chain - B2B - B2C - eCommerce
eCRM - Telefonía IP - Voz, Datos y Video
VPN - Web App Servers - Banda Ancha
Hosting - ASPs - Wireless - WAP - XML
Baja en Costos y Transacciones
IDG
Edición N° 0
Enero 2001

The circulation forecast is 16,000 copies to be distributed initially through controlled circulation to CXOs; marketing, sales, purchasing and manufacturing managers; and other top executives responsible for corporate business decisions. A subscription program will be gradually introduced.

Initially *e-Business & Telecoms* will have a 96-page folio with some 20 pages of ads. The editorial will be a 50:50 mix of international news with strong local content, including user testimonials about leading-edge technologies and products.

By April the staff plans to introduce a NetworkWorld Hot News service with news about the New Economy in the form of a weekly e-newsletter with links to a companion Web site that is now being developed.

For more information contact Editor-in-Chief **Norma Mena** at mena-idg@sion.com. WU

Computerworld Polska celebrates 10th anniversary

Marked by a mega-issue, a bowling extravaganza and fireworks, IDG Poland celebrated the 10th birthday of its flagship publication late last year.

In October, *Computerworld Polska*'s 10th anniversary collector's issue weighed in at 208 pages with a circulation of 20,000. A major financial success — 60% profit margin and its highest ad yield ever — the publication provided extensive coverage of the history of IT both globally and locally and speculated on its future influence on society. It also included profiles of Polish luminaries such as film director Krzysztof Zanussi, philosopher Michal Heller and science fiction writer Stanislaw Lem.

On Nov. 30, all 180 IDG Poland employees joined 80 clients and friends for a bowling tournament at a glitzy amusement park called the Atomic Center. There were 20 teams of four, with the remaining celebrants busily betting on the best teams and cheering on their colleagues. Despite setting up four teams of their own, *Computerworld* journalists were defeated by the new arrivals to the IDG family: teams from *The Internet Standard*, idg.pl and *Home Cinema-DVD Magazine* took home first, second and third prizes, respectively.

Following the tournament, everyone trooped outside for a midnight fireworks display. WU

SLAWOMIR KOSIELINSKI

*IDG Poland Managing Director **Kazimierz Szot**, who was onboard for the launch issue of Computerworld Polska in 1990, and his wife Jolanta (both in dark shirts in foreground, left), join employees at the company's anniversary party. In the foreground are bronzed cyborgs and "cyber cheerleaders" who lent a techno flair to the festivities.*

WOMIR KOSIELINSKI

*Winners of the bowling tournment, all with The Internet Standard, show off their grand prizes. (l-r): **Marcin Kwasniak**, journalist; **Olo Sawa**, publisher; and journalists **Lukasz Dec** and **Tomasz Wojczuk**. (Front): **Sergiej Greczuszkin**, journalist.*

back to basics

primer

Circulation

Carol Spach, *senior vice president of circulation for CXO Media Inc., publishers of CIO and Darwin, is this week's columnist. She may be reached at cspach@cxo.com.*

Circulation jargon

Rate base Circulation level promised or guaranteed to advertisers.

Qualification card Form developed to elicit data from subscribers, which can be used to qualify them for controlled circulation.

Drop A mailing.

Rollout A large-quantity mailing based on a successful test.

Pull Response rate

A/B split Selecting every other name on a mailing list.

Premium A free gift that accompanies a new subscription or renewal. Primarily used for paid circulation publications.

Kills Names dropped from a list.

Control package The direct mail package proven to always pull the best.

Conversion Subscriber who has renewed a subscription once.

Fulfillment house A service bureau that maintains and manages magazine subscriber files. It processes and sends bills, renewal notices and issue labels, posts payments and handles customer service requests.

Q What does a circulation department do?

A The primary responsibility of the circulation department is to acquire and retain subscribers to a magazine. This is done through a variety of methods. The most widely used means of acquiring new subscribers has been direct mail. For years this has proven to be the most cost-effective way of adding large numbers of subscribers at one time. Other traditional sources used for new business are telemarketing, bind-in and blow-in cards in the magazine, subscription agencies and space ads in other publications. New sources that have proven effective over the past couple of years are broadcast e-mail, online newsstands, subscription applications on a publication's Web site and banner ads.

Even more important than acquiring new subscribers is renewing current subscribers. Renewals are the lifeblood of any publication. They are the loyal readers who continue to subscribe to a publication year after year. Historically, the most common sources for renewals have been cover wraps on the magazine, direct mail and telemarketing. Recently, e-mail broadcast renewal notices have proven to be very effective as well as extremely cost effective. *CIO*, for example, has seen a 20% response to an e-mail effort at a cost of $0.28/subscription.

Q What is the difference between paid and controlled circulation?

A Paid circulation means that the subscribers have paid to receive their subscriptions or have purchased a copy on the newsstand. Anyone willing to send a check to receive the magazine is able to subscribe. Usually there is no demographic information available about paid subscribers.

Controlled circulation means that the subscription is free to qualified readers. In order to receive a free subscription, the reader must complete a subscription application that can vary in length from three questions to 15 or more questions. The purpose of the application form is to collect demographic information about the reader. This information is used to determine if the reader fits the magazine's profile and qualifies to receive the publication. This demographic information is also used to sell advertising and to enhance list rental sales.

Q Why is it important to be audited?

A All major consumer and business publications have their circulation audited by either ABC or BPA. Having one of these outside firms audit your circulation establishes a publication's credibility with the advertising community. Very few (if any) ad agencies will place advertising in a publication that is not audited because they have no way of verifying any of the circulation claims made by the magazine.

Q How are premiums used?

A Premiums — both editorial premiums and consumer items — are frequently used to sell new paid subscriptions. They are offered as incentives to boost payment on trial subscription offers. Editorial premiums contain information from the magazine that has been repackaged in some way. Consumer items can include such things as CD-ROMS, calculators, coffee mugs and briefcases. Consumer items have been far more popular as premiums lately, and most magazines have come to rely on them as a payment incentive. On the plus side they increase the payment on trial subscriptions, but on the down side, premium-sold subs often do not renew well without another premium. Circulation directors often try to make editorial premiums work for selling new subscriptions. The thinking here is that since the premium is coming from the pages of the publication, the reader is in fact paying to receive the magazine, not the premium, resulting in a higher renewal rate on these subs the following year.

Q How has the Web affected circulation?

A In my opinion, and I think many others would agree, the Web has had a very positive impact on circulation promotion and fulfillment. On the promotion end, the Web has opened up new sources for new business acquisition and renewals. The most obvious method is for a magazine to promote subscriptions on its Web site. There are also on-line newsstands, offering paid subscriptions to many publications as well as sites that offer access to qualification forms for controlled subs. E-mail subscription offers for new subs and renewals may include a link within the message that takes the subscriber to a subscription form on the Web.

As for fulfillment, subscriptions submitted via the Web are processed much faster. Keypunching is eliminated as most major service bureaus can download orders and application forms and process them directly to the subscription file as frequently as daily. This eliminates the four to six weeks processing time required for subs submitted by mail.

There has been some concern that the availability of editorial content on the Web will cause people to cancel their print subscriptions, but we have not seen that happen at *CIO*, where our renewal rate went up this past year.

IGS convenes workshop for European business units' sales teams

Agency and client representatives invited to annual gathering

IDG Global (IGS) EMEA stayed close to its customers – IDG's European business units — by inviting representatives from 15 business units to its annual European Sales Workshop in London. IGS used the two-day event last November to bring the business units up to date on the IT industry in Europe in the last six months, explain how IGS can help them capture more of the sales market, and trade ideas on successful sales techniques.

*(L-R): **Hanne Tuomisto**, IGS international new media business development; **John O'Malley**, president IGS EMEA; **Mary Jansen**, interactive sales manager; **Daniela Radzio**, IGS senior sales manager; **Vladimir Plachy**, IGS advertising co-ordinator for IDG Czech.*

***Joanne Williamson**, marketing executive, IGS EMEA; **Colwyn Munro**, IGS EMEA vice president, marketing.*

"This time we tried to make it more participative," said **Colwyn Munro**, IGS vice president, marketing. To that end, representatives from nine leading London ad agencies were also invited, as well as a Denmark-based Dell representative and one from Compaq in Ireland, who were all given the opportunity to talk to IDG attendees about their issues, "so IDG might help the IT firms and agencies more in the future," Munro said.

The first day of the sales workshop involved two distinct sessions from which attendees could chose. The Online Sales Meeting drew 34 participants and covered such topics as micronets, returns on investment and regionalized sales packages. During the Agency Briefing Session, IDG business units from Finland, Norway, Denmark, Austria, France, Italy and Germany were invited to give presentations on developments in their local marketplaces and magazines to the 24 agency staffers present.

"Those who made the presentation more market-oriented and less of a sales pitch were better received," Munro said, noting that the Agency Briefing was so successful that it is being considered as a pilot for a larger, similar event that may take place later this year.

The workshop's second day focused on centralized and decentralized accounts. (A centralized account, or buy, means a client buys ad space for the whole of Europe through one hub, such as IGS, while a decentralized account means the client buys from separate magazines in each country individually.) The keynote address by Dell European Marketing Director Carsten Hasselbalch kicked off the discussion on centralized accounts. Then, broken out by four geographic regions, the 57 attendees shared ideas on sales practices that did or didn't work in their region, ideas that were then presented back to the collected workshop.

Organized in six weeks by IGS EMEA Marketing Executive **Joanne Williamson**, the workshop will improve IGS relations with the various European business units, Munro said. "The overall satisfaction score for the event was 69% as rated by business-unit attendees," he noted. "The participating ad agencies agencies also expressed their thanks for an educational meeting."

For more information, contact Colwyn Munro at colwyn_munro@idg.com. WU

Week of January 15, 2001

Administrative Coordinator, Strategic Programs and Events (CW)

In this position you will play a key role in the operations of the Computerworld Events team. Supporting the goals of the entire team, you will work closely with the VP/GM on a variety of administrative and customer service related tasks. Successful candidates will possess 5+ years of administrative support experience in a customer service focused environment and the ability to handle multiple tasks in a fast paced environment. Strong IT skills including familiarity with the Internet and web-based research, PC literacy in Word, Powerpoint and Excel. *Location: Framingham MA*
Contact: P. Sheer, Email: piper_sheer@computerworld.com

Conference Manager, Strategic Programs and Events (CW)

Computerworld has an exciting opportunity for a self-motivated conference professional. The individual in this position will have overall tactical and management responsibility for the conference content, speaker selection, administration and communication and on-site speaker and program content performance for Computerworld Conferences. This position requires 5 years of progressive and successful IT conference, event or editorial experience and a proven ability to deal with senior IT professionals at analyst, vendor and supplier companies. This individual must have superior organization and communication skills as well as strong skills in MS Office and web-based systems. *Location: Framingham MA*
Contact: P. Sheer, Email: piper_sheer@computerworld.com

Event Program Coordinator, Strategic Programs and Events (CW)

In this position you will be responsible for the on-line, pre-conference and on-site conference registration process and system management. You will also be responsible for housing management and hotel/venue selection and contract administration. You will be designated as a key contact for incoming calls and contacts regarding registrations, questions and answers, group pricing, etc. This will include preparing confirmations, reports, physical badges, as well as processing payment. Working closely with the Website management staff, you will also be responsible for keeping the registration information current and the system performing as intended. This position requires a very high-energy, team-oriented individual who has the ability to take initiative and work with minimal supervision. Strong IT skills including familiarity with the Internet and web-based research, PC literacy in Word, Powerpoint and Excel. *Location: Framingham MA*
Contact: P. Sheer, Email: piper_sheer@computerworld.com

Newsletter Editor (CW)

Computerworld has an immediate opening in the Framingham, Mass. office for online newsletter editor, who will work as part of a two-person team reporting to the Web site manager. Responsibilities include handling half of the current (and rapidly growing) load of 15 newsletters, as well as some web production duties to be determined. The newsletter editors are in charge of producing and sending out daily and weekly newsletters on a timely basis, based on copy provided by other editors. The position requires copy editing skills, knowledge of HTML and a familiarity with the industry and Computerworld's audience. Web production, knowledge of QPS and/or news writing/editing skills a plus.
Location: Framingham MA
Contact: P. Sheer, Email: piper_sheer@computerworld.com

Office Services Assistant (CW)

Computerworld is seeking an energetic detailed oriented person to work in our busy mailroom. Responsibilities include sorting and distributing mail, FedEx, UPS, and other inbound material, shipping and receiving, processing warehouse requests and maintaining inventory database, assistance with general maintenance and other duties as assigned. Candidates must be organized, possess excellent communications skills, and have the ability to juggle multiple tasks. Experience in mailroom, shipping/receiving environment is desired. Valid MA Driver's license and ability to lift 50lbs. required. *Location: Framingham MA*
Contact: M. Scanlon, Email: mary_scanlon@computerworld.com

Facilities Coordinator (CXO)

CXO Media Inc. is seeking a Facilities Coordinator. Responsibilities include: sorting and distributing mail, FedEx, UPS, and interoffice/intercompany mail according to department schedule; shipping & receiving; moving furniture; and set-up and maintenance of conference and storage rooms. Candidates must be well organized, able to juggle multiple tasks and have the ability to communicate effectively with all levels of staff. Valid MA driver's license with a good driving record and ability to lift 50 lbs and maneuver 150 lbs is required. Knowledge of Lotus Notes preferred. If interested, please send resume to B. Senges at beth_senges@idg.com or fax resume to (508) 935-4600.
Location: Framingham MA
Contact: B. Senges, Email: beth_senges@idg.com

Online Producer (CXO)
CXO Media Inc. seeks an experienced web professional with a strong set of consulting, technology and business skills to play a key role in the development, deployment and support of online initiatives. Excellent communication and technical skills and 3+ years experience required. Must be a strong team player and be able to juggle multiple projects. If interested, please email resume to beth_senges@idg.com or fax resume to (508) 935-4600.
Location: Framingham MA
Contact: B. Senges, Email: beth_senges@idg.com

Conference Agenda/Content Developer (CXO)
CXO Executive Programs seeks a team player to help develop the agendas and content for its CIO and Darwin magazine related events. In this position, you will have responsibility for: developing the over-riding themes for various conferences; determining specific topics to be addressed; creating the agenda; recruiting the speakers (including working with the editorial departments, adhering to budgets and negotiating presenter contracts); coordinating with event marketing and operations to promote the event programs to the appropriate audiences in a timely and cost-effective manner. Success in this role depends on strong communication skills, a good understanding of the needs of CIOs and senior managers of global 2000 corporations, the willingness to do anything that needs to be done, and the ability to keep life values in perspective (including having a good sense of humor). Ideal candidates will have a background in producing editorial material for IT or general business publications/events, project management experience, the ability to work with marketing on successful promotional materials, grace under pressure, and the dexterity to juggle many tasks at once.
Location: Framingham MA
Contact: C. Moloney, Email: christine_moloney@idg.com

Ad Sales Assistant (CXO)
CXO Media is looking for a high energy individual to provide sales support to the Framingham, MA sales team. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and rfp's. Ideal candidates have a customer service orientation and thrive in a fast pace environment, strong writing skills and attention to detail, excellent multi-tasking skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 1-3 years business experience.
Location: Framingham MA
Contact: C. Moloney, Email: christine_moloney@idg.com

Conference Registrar (EXF)
IDG EXECUTIVE FORUMS, located in San Mateo, is interviewing candidates for their Conference Registrar. HOTEL/ HOUSING SERVICES: The successful candidate will liaison w/ the conference hotels for housing functions & control multiple room block maintenance & hotel tracking; will review contract of headquarters hotels, negotiate for overflow hotels, manage performance & attrition clauses; provide historical hotel data of block services: pre-on-site & post conference, manage housing deadlines, cut-off dates, & deposit dates to control attrition. ON-SITE HOUSING LOGISTICS: This candidate will also arrange VIP housing, communicate w/ on-site hotel personnel, resolve issues, monitor daily reports, group lists, daily pick-ups, cancellations & no shows. *Location: San Mateo CA*
Contact: T. Mancinelli@idg.com, Email: teresa_mancinelli@idg.com

Research Manager, Storage Software (IDC)
We are looking for someone with experience in storage software and related hardware issues for an exciting role leading IDC's Storage Software research. The work would include analysis of vendors' strategies, tracking and forecasting of market conditions, and assisting clients with understanding this dynamic market. Skills required include excellence in writing, presentation, and analytical skills, including spreadsheet modeling. Some knowledge of finance and/or marketing would be a plus. The candidate should have several years of experience in this or a related field and have at least a bachelor's degree. Location: Framingham MA
Contact: E. Storch, Email: estorch@idg.com

Consulting Project Manager (IDC)
IDC's fast growing Services Industry Consulting group seeks a Consulting Manager/Director level individual possessing strong project management and quantitative skills to develop and manage large, data intensive projects. Experience in managing large projects, strong communication/collaborative skills, primary research skills, and data modeling skills preferred. MBA or similar related degree desired. *Location: Framingham MA*
Contact: E. Storch, Email: estorch@idg.com

Senior Analyst, CRM Services (IDC)
The Worldwide Services Research Group is looking for a dynamic person who is knowledgeable about ebusiness to assume a Sr. Analyst position with its Customer Relationship Management (CRM) Services program. This individual will be responsible for taking a leadership role in following ebusiness services and technology companies playing in the evolving CRM services segment. Responsibilities will include meeting with leading CRM service firms and vendors, interacting with the press and investment firms, building relationships with clients and prospects, conducting and producing research, and building a profitable research practice through activities in the areas of sales and marketing. Qualified individuals will possess a Master's degree in a professional field such as business or international affairs, 5-10 years of professional experience, and knowledge of technology and marketing issues. The successful candidate must have very strong writing and presentation skills, demonstrate initiative in independently exploring new topics, and be able to balance multiple roles. *Location: Framingham MA*
Contact: E. Storch, Email: estorch@idg.com

Administrative Assistant (Telecom Department) (IDC)
Full-time position working in the IDC Telecom Department. Responsibilities will include coding and reconciling telecom invoices, distributing and managing calling cards, updating call accounting system, weekly telebriefing support, and switchboard operator support, as well as any general administrative duties. *Location: Framingham MA*
Contact: D. Leone, Email: dleone@idg.com

Jr. Staff Accountant (IDC)
IDC is seeking a motivated Jr. Staff Accountant to work in our growing and industrious Finance Department. Responsibilities will include processing of monthly domestic and conference billing, processing of accounts payable and expense reports, and assisting with monthly and year end closings. The ideal candidate should be a fast learner with 2 years accounting / finance experience, college level accounting courses, and sound Excel spreadsheet skills. This position offers exposure to different areas of accounting and finance, growth potential, and tuition reimbursement for relevant courses. An Associates Degree in accounting is preferred. *Location: Framingham MA*
Contact: E. Storch, Email: estorch@idg.com

Jr. Staff Accountant (IDC)
IDC is seeking a motivated Jr. Staff Accountant to work in our growing and industrious Finance Department. Responsibilities will include processing of monthly domestic and conference billing, processing of accounts payable and expense reports, and assisting with monthly and year end closings. The ideal candidate should be a fast learner with 2 years accounting / finance experience, college level accounting courses, and sound Excel spreadsheet skills. This position offers exposure to different areas of accounting and finance, growth potential, and tuition reimbursement for relevant courses. An Associates Degree in accounting is preferred. *Location: Framingham MA*
Contact: E. Storch, Email: estorch@idg.com

Senior Tax Accountant (IDG/CSC)
IDG's Corporate Support Group is searching for a Senior Tax Accountant to join the tax team. The individual in this position will be responsible for the preparation of the consolidated federal and state income tax returns as well as sales tax and other miscellaneous tax returns. This position will assist in the year end tax provision for the company's financial statement audit and contribute to ongoing tax planning and research projects. Candidate will also have the opportunity to assist with the federal, state income, and state sales tax audits. This is a fast paced, busy environment with the opportunity to gain exposure to the different areas of tax. Candidates must be detail oriented with the ability to stay focused in an area of constant change. A Bachelor's degree is required; an accounting background is a plus.
Location: Framingham MA
Contact: C. Moloney, Email: christine_moloney@idg.com

Tax Accountant (IDG/CSG)
IDG's Corporate Support Group is searching for an experienced Tax Accountant to join the tax team. The individual in this position will be responsible for the preparation of the consolidated federal and state income tax returns as well as sales tax and other miscellaneous tax returns. This position will assist in the year end tax provision for the company's financial statement audit and contribute to ongoing tax planning and research projects. Candidate will also have the opportunity to assist with the federal, state income, and state sales tax audits. This is a fast paced, busy environment with the opportunity to gain experience in the different areas of corporate tax. Candidates must be detail oriented with the ability to stay focused in an area of constant change. A Bachelor's degree is required. 2-3 years of income tax experience is preferred. An accounting background is a plus. *Location: Framingham MA*
Contact: C. Moloney, Email: christine_moloney@idg.com

Systems Support Specialist (IDG/CSG)
The Network Operations Team seeks a self-motivated individual with exceptional troubleshooting skills to provide hardware and software support for internal and external clients. The candidate should possess excellent verbal and written communications and a strong background in Win 9X, NT and Windows 2000 PC hardware and software. The successful applicant will have experience working in a LAN/WAN environment and should be able to diagnose network-related problems for NT and Netware. Prior experience in a customer support role is preferred. This position is responsible for configuration, installation and maintenance/repair of PC's and servers and printers in a customer service oriented environment. This position also performs daily system checks, creation and deletion of system accounts. Knowledge of Lotus Notes, Wins, DHCP and TCP/IP is desired. *Location: Framingham MA*
Contact: J. Carty, Email: jennifer_carty@idg.com

Administrative Assistant (IGS)
IDG Global Solutions seeks an Administrative Assistant to work with and support the operations and sales team. The Administrative Assistant will assist with the invoicing process (including resolving invoicing problems), communicating with our international IDG offices, sorting incoming mail, filing, organizing/maintaining the media library, and assisting with miscellaneous tasks as needed. In addition, the individual in this position will assist the sales tem with compiling media kits, utilizing the sales database, entering advertising space orders in the department sales order system database, and providing general administrative support (faxing, filing, copying). The environment is fast-paced and requires superb attention to detail, strong organizational skills, excellent phone skills and a "can-do" client-service attitude. Candidates should have exceptional written and verbal communication skills, with a demonstrated ability to work as a team. Proficiency in Lotus Notes, MS Excel and MS Word required. Fluency in a second language a definite plus.
Location: San Mateo CA
Contact: L. Browne, Email: lisa_browne@idg.com

Publisher (IFW)
InfoWorld is seeking a Publisher to run all of InfoWorld's advertising sales areas. The successful individual will have extensive experience influencing and understanding the computer publishing industry advertisers and media community. This individual will be a proven leader, capable of providing a strategic sense of mission to the sales workforce, and ability to build and maintain working relationships both inside and outside the company. The candidate should be knowledgeable about online sales and new technologies and should have an understanding of the strategic importance of technology in driving all businesses. The ideal candidate will have broad sales, marketing, editorial, circulation and production experience across many market categories, i.e. technology, professional services, business-to-business and on-line. Will be a key member of the InfoWorld executive management team and report to the CEO/President. Requires 15 years or more publishing business experience. *Location: San Mateo CA*
Contact: M. Burnham, Email: michelle_burnham@inforworld.com

Section Editor (IFW)
InfoWorld Media Group, publisher of InfoWorld, the award winning IT news publication, developer of InfoWorld.com, producer of CTO Forum, seeks a creative and energetic Section Editor to lead the Test Center's Enterprise Services coverage. This individual will be expert at building, leading, and mentoring a team of talented technology analysts and editors, as well as have a keen eye for technical and business trends. The Section Editor is responsible for ensuring balanced coverage of team's beat area, coordinating large editorial packages, managing multiple projects simultaneously, and developing a strong rapport with other editorial departments. The Section Editor must thrive in an exciting weekly publishing environment. The Section Editor must have a strong journalism background, preferably with five years experience at a business or technology publication, and three years management/team-building experience. He or she must have a passion for covering enterprise-computing topics, a strong understanding of business issues, and experience developing vendor relationships. InfoWorld Media Group is a company of IDG, the world's leading global provider of information technology. IDG publishes more than 300 magazines and newspapers and 4,000 book titles and offers online users the largest network of technology-specific sites around the world through IDG.net. Located in San Mateo, California, in the heart of Silicon Valley, we offer an exceptional compensation and benefits package and opportunity for career growth. Company information is available at http://www.infoworld.com. *Location: San Mateo CA*
Contact: S. McDaniel, Email: shirley_mcdaniel@infoworld.com

VP, Events Business (IFW)

InfoWorld is seeking a Vice President of Events to run InfoWorld's expanding commercial events/conferences business. The successful individual will have extensive P+L responsibility for the events/conferences business development & a technology publishing background. This individual will be a proven leader, capable of providing a strategic sense for developing & expanding the events business & an ability to build & maintain working relationships both inside & outside the company. The ideal candidate will have an entrepreneurial spirit, a drive to generate revenues & profit, as well as, strong organizational & planning skills. This position will have direct management of a staff of 6, including sales, marketing & operations employees. This person must have at least 5 years of direct experience in this level of a position. Will be a key member of the InfoWorld executive management team & report to the COO. *Location: San Mateo, CA*
Contact: T. Mancinelli, Email: teresa_mancinelli@idg.com

Senior Programmer (MAC)

To maintain web applications for the Macworld portal sites and the intranet/extranet applications that are associated with the support of those sites. *Location: San Francisco CA*
Contact: S. Wu, Email: su-tsen_wu@idg.com

Editorial Assistant - Boston (NEW)

IDG's daily, international news service seeks an Editorial Assistant for the IDG News Service in Boston, MA. The successful candidate will be responsible for a range of editorial and administrative functions that support IDG's worldwide, real-time electronic news service. This entry-level position reports directly to the Editor in chief and offers exposure to all facets of News Service operation. Specific duties will include retrieving copy from publications worldwide; organizing and maintaining News Service databases and library resources; basic research (with heavy emphasis on the Worldwide Web and other electronic media); event planning and organization; copy editing; and spot news reporting and writing. Journalism training and/or some professional experience is preferred, as is experience with or interest in computers and electronic publishing. Foreign language skills are a big plus. If interested, please email resume to jennifer_carty@idg.com or fax it to (508) 935-4600. *Location: Boston MA*
Contact: J. Carty, Email: jennifer_carty@idg.com

Sales Operations Manager (NWW)

This is a challenging opportunity for a highly motivated and organized individual to manage the Sales Operations of our San Mateo, CA Sales Office. Reporting to the Associate Publisher for the Western Regional, this individual will maintain all vendor relationships, oversee facility needs and office equipment including telephones, computers, faxes, and copiers. Individual will interface with Sales Assistants and Sales Staff assuring office efficiencies and maintaining supply inventory, maintaining key databases, media kits, direct marketing mailings, and prepare RFPs and sales presentations. Qualified candidates must have strong communication and organizational skills and be detailed oriented. Solid computer skills including data base management experience required. Learn more about Network World at www.networkworld.com.
Location: San Mateo CA
Contact: E. Cormier, Email: ecormier@nww.com

Events Editor (NWW)

The Events Editor serves as the voice of Network World readers at major Network World events. The Editor is responsible for helping shape event content and leads roundtable discussions and Q&A at several established Network World Town Meetings. In addition, the Events Editor provides pre- and post-show events coverage and is responsible for leading online discussions of event-related topics and other issues. Coverage will include contributing stories on issues and technologies discussed at Network World events. The Events Editor is also responsible for conducting research on events topics and reader concerns. Candidates should have strong knowledge of the network industry and network technologies, excellent presentation and facilitator skills and the ability to travel frequently. They should also have 4 - 6 years' experience in business communications including published materials. BA/BS in English, Computer Science or Journalism preferred. For more information about us check out our website at http://www.networkworld.com.
Location: Southboro MA
Contact: E. Cormier, Email: ecormier@nww.com

Circulation Operations Manager (NWW)
Network World's Print Circulation department is seeking a talented, circulation professional to join their team. In this position, you will report to the Sr. Director of Circulation and participate in the development, execution and management of circulation marketing plans and strategies for controlled circulation. You will be responsible for working with BPA and preparing audit statements. You will act as a key liaison with our fulfillment house and be responsible for maintaining the integrity of our database. You will develop and maintain online forms and processes, and continually seek new ways to automate or streamline processes. You will also provide customer support to our internal customers and readers. Qualified candidates must have 3 - 5 years of circulation experience and have a BA or equivalent job experience. Strong knowledge of BPA rules and regulations required. Proven analytical skills as well as effective organizational, communication and interpersonal skills required. Working knowledge of Excel and Database management required. Familiarity with high tech/networking market a plus. For more information about us check out our website at http://www.networkworld.com. Location: Southboro MA
Contact: E. Cormier, Email: ecormier@nww.com

Sr. Web Engineer (NWW)
In this position, you'll design and develop enhanced software and add-on tools for our digital web publishing system. The position requires solid web design skills, innovation, and ability to work with an extended team. We will use a mix of in-house development and integration with third-party tools. Experience required in all or some of the following: Java, JSP, Perl, C, ASP; Apache; IIS; Solaris, NT; Oracle 8i, MSSQL 7. For more information about us, check out our website at http://www.networkworld.com. *Location: Southboro MA*
Contact: E. Cormier, Email: ecormier@nww.com

Network World Fusion

continued from page 1

ing TCP/IP Networks; Switching in IP Networks; and Fundamentals of T1/T3. Most of Global Knowledge's course offerings may be taken in one of three ways: instructor-led classroom learning; virtual classroom learning over the Web with an instructor conducting the course; or self-paced learning over the Web.

According to Spektor, adding course offerings from Global Knowledge to the successful lineup of seminars and events currently produced by Network World, allows Fusion to pack a hefty one-two punch for customers. "For example, upcoming seminar tours include our State of the WAN Town Meeting, Choosing and Evaluating an ASP, and Networking for Small and Medium Businesses. Thousands of net managers attend these events each year, and all of these offerings are currently available through Fusion," he noted.

"With our Global partnership, network managers will now be able to come to Fusion and say, sign up for our State of the WAN seminar, and while they are on the site, find out about the Microsoft NT or Unix course from Global Knowledge that one of their staff should be attending."

Spektor said that over time the company would be looking to partner with other top-quality providers of IT courses to extend the number of hands-on courses available to Fusion readers.

For more information, contact Charley Spektor at cspektor@nww.com. WU

Network World partner a worldwide leader

Global Knowledge (www.globalknowlege.com), founded in 1995 and based in Cary, N.C., is one of the world's largest privately held information technology education companies. IDC has ranked it as the fifth largest provider overall for the past two years. The company employs more than 1,700 people worldwide and maintains offices in Australia, Austria, Canada, China, France, Germany, Hong Kong, Ireland, Italy, Japan, Korea, Malaysia, Mexico, the Netherlands, Singapore, Spain, Sweden, Switzerland, the U.K. and Venezuela.

IDG Global Solutions

continued from page 1

rate card structure for the region. "Clearly prices differ market to market, but we must find a way to present a common structure that will facilitate packaged buys of IDG's Eastern European titles for our customers," Harmer said. To that end, the company has enlisted the services of Ron Kopps Associates, which has successfully consulted on many IDG publication rate cards globally to annualize IDG's publication offerings in the region in light of the rate cards of competitive titles in the area and the packaged or "bundled" buys that they offer across Eastern Europe. "As IDG has the most comprehensive coverage of publications in Eastern Europe, Ron Kopps and his team will propose rate structures to the IDG business unit managers that provide IDG titles with a competitive advantage as a group or regional buy," Harmer said.

"No one came to this meeting with the idea of finding ways to 'make their budget' or blame somebody for a lack of international advertising. It was a very positive atmosphere."

— Mihaela Gorodcov, IDG Romania

As the countries in Eastern Europe continue to become better integrated into the European Union, an increasing number of clients will start to include countries in this region in their centralized European advertising budgets, Harmer noted. "The initiatives agreed to at this initial meeting will help to ensure that IDG's publications are best positioned to benefit from the increase in advertising budgets clients will have as a result," he said.

"This was an important meeting for several reasons," noted IDG Romania General Manager **Mihaela Gorodcov**. "In Eastern Europe we are facing a lot of common problems that are quite different from the rest of Europe. We face many economic challenges, and no one expected miracles from one meeting. But I saw this meeting as the first step in a long-term collaboration to identify the most efficient ways to increase revenues for our companies from the major players in the market," she said.

*IDG Global Solutions EMEA Vice President **David Harmer** (left) chats with IDG Hungary Managing Director **Istvan Biro** during a break in the action.*

"In addition, no one came to this meeting with the idea of finding ways to 'make their budget' or blame somebody for a lack of international advertising. It was a very positive atmosphere," Gorodcov said.

IGS will host a second, informal meeting for IDG-owned titles in Europe that will coincide with the IDG European Managers meeting slated for Jan. 25-27 in London. The next full meeting that will include IDG's licensed as well as wholly owned titles in Eastern Europe will be held in conjunction with CeBIT in Germany in March. WU people

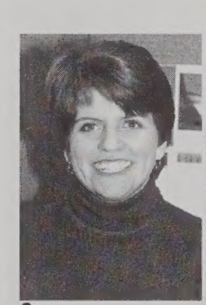
noteworthy

IDG WORLD UPDATE

Pastore

IDG WORLD UPDATE

Goldberg


IDG WORLD UPDATE

Carver

IDG WORLD UPDATE

Courtney

Crocenzi

IDG WORLD UPDATE

Overby

Promotions

CIO Senior Executive Editor **Rick Pastore** has been named to the magazine's new post of deputy editor. "Rick will spend more time focusing his energies across the magazine and departments," said *CIO* Editor-in-Chief **Abbie Lundberg**, "as well as providing back-up leadership in various areas of responsibility for the editor-in-chief. Duties specific to this new role include spearheading the planning and tracking of *CIO*'s content coverage and ensuring its quality and value for readers. Rick will work with *CIO*'s managing and executive editors and idea groups to make sure our stories deliver the best possible content with the kind of edge, impact and quality we've set out to achieve."

CIO Senior Editor **Michael Goldberg** steps up to the executive editor position. "Teaming with a second executive editor, Michael will be responsible for the feature quality and coordination of *CIO*, planning and overseeing execution of the features for each issue," said *CIO* Deputy Editor Rick Pastore. "Michael's an ideal candidate for this role, having spent his first year here coordinating and developing our story ideas and editing our features. Michael's got a good sense of what our readers want, what ideas we need to satisfy them, and what kind of issue mix will please the most readers."

CXO Media Web Operations Manager **Dagmar Eiben** has been promoted to director of online technology. "In this position she will manage the team responsible for day-to-day operations of the site, the technology work that keeps the site going, and the systems engineering work that holds it all together," said **Tim Horgan**, senior vice president/Online, CXO Media.

Kathleen Kotwica has been promoted to the new position of online research manager for CXO Media from her role as Web researcher editor. "Kathleen led the development and growth of the CIO Research Centers, and recently the Darwin Learning Centers," said Tim Horgan, senior vice president/Online, CXO Media. "She will continue to provide functional leadership for the Centers, manage the relationship with the external experts who contribute to the Centers, and continue to work with the Web and editorial teams on the design and content of the Centers."

New employees

Anne Carver comes to her role at IDC in Framingham as manager, Project Management, from Commonwealth Automobile Insurers, where she held a similar title. She holds a B.S. in management science from Bridgewater (Mass.) State College and an M.B.A. from Boston's Suffolk University. In her free time she enjoys golf, skiing and spending time with her family.

Copy Editor **Susan Rae** joins IDC in Framingham following a stint at Key3Media Events, where she was a senior proofreader. Susan has a B.F.A. in graphic design from the Massachusetts College of Art in Boston.

IDC Technical Educator **Scott Springer** is another new employee in Framingham. He held a similar post at Knowledge Impact and also was a technical recruiter at TRS Staffing. He has a B.A. in Business from Clark Univesity in Worcester, Mass., and also earned his M.B.A. there. He enjoys writing, sports and outdoor activities.

Director of Events **Debby Courtney** comes to *InfoWorld* from McGettigan Partners where as director of operations she handled incentive travel and corporate events. She holds a B.S. in journalism from the University of Colorado and likes to cook, hike and travel.

Joe Crocenzi is *InfoWorld*'s new senior prepress specialist. He was previously production manager at Circus Lithographic Prepress. He attended City College of San Francisco and the Graphic Arts Institute, studying prepress and printing programs. Away from the office he enjoys golfing and hiking.

IDC West in Mountain View, Calif., has hired **Lee Bilodeau** as senior account executive in the Services group. She comes from her role as vice president/sales with Dev-Com, Inc. She holds a B.A. in sociology from UCLA, K-8 teaching credentials from its Graduate School of Education, and an M.S. in mass communications/journalism from San Jose (Calif.) State University. In her spare time she enjoys mountain biking, snowboarding and rock climbing.

CXO Media has hired **Stephanie Overby** as senior writer for *CIO*. She has worked as a Web-content reporter, producer and editor at Inc.com, Smartmoney .com and BusinessToday .com, covering topics including human resources, law and taxation. She holds an M.A. in journalism from Northwestern University's Medill School of Journalism in Evanston, Ill.

In-house transfers

Dawn Chaisson, previously an operations coordinator/executive assistant at IDC in Framingham, has accepted a new role as product specialist, supporting the management of IDC's worldwide product offerings, which includes U.S., Regional and country-level products. Her major responsibilities involve ensuring that all product information is up-to-date and accurate in Sekai, IDC's customer relationship management system; assisting the various IDC corporate services departments with product-related questions/issues and assisting with future enhancements to the product module of Sekai.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
- Joe Levy *CXO Media*

21
- Klemens Paunert *IDG Germany*

17
- Barbara Sands *IDG*
- Lee Doyle *IDC*
- Barbara Lewis *PC World*

16
- Maureen Rondeau *IDG*

13
- Ursula Nadador *IDG Spain*
- Michelle LaJeunesse *IDC*

12
- Amy Hanania *IDG*
- Dorothy Cronin *IDG*

11
- Amanda Patrick *IDG Australia*

10
- Gary Koch *IDC Hong Kong*

8
- Cindy Phipps *Hungry Minds*

7
- Gabrielle Wheeler *IDG Australia*
- Max Fuller *IDG Australia*
- Judith Gordon *IDC*

6
- Stephanie Kreitner *IDC*
- Rodney Barnes *PC World*
- Aoife McEvoy *PC World*
- Stan Erhart *PC World*
- Diane Ryczek Rae *PC World*

5
- Michelle Hacker *Hungry Minds*
- Joe Pimentel *Hungry Minds*
- Cheryl Roy *Laurentian Technomedia*
- Claudia Pielen *IDG Germany*
- Beth Kamoroff *PC World*
- Kathleen McKay *PC World*

4
- Susan Watson *CXO Media*
- Carlos Cid *IDG Spain*
- Andrew Eisner *PC World*

3
- Christine Moloney *IDG*
- Karen Beasley *IDG Communications*
- Katherine McGowan *Hungry Minds*
- Jacqueline Smith *Hungry Minds*
- Ronald Neal *Mac Publishing*
- Manuel Pastor *IDG Spain*
- Scott Moore *IDC U.K.*
- Baiju Nakarja *IDC U.K.*
- Luisa Bustos *IDG Australia*
- Christopher Murphy *IDC*
- Robert Richards *IDC*

2
- Shellie James *CXO Media*
- Garry Collins *Hungry Minds*
- Julie Smith *Hungry Minds*
- Brett Fechheimer *Hungry Minds*
- Vicki Halloran *Hungry Minds*
- Gregory Tubach *Hungry Minds*
- Randall Nylund *Hungry Minds*
- Anna Martinez *Hungry Minds*
- Nicole Haims *Hungry Minds*
- John Glaser *Hungry Minds*
- Hugh Farmar *IDC U.K.*
- Jonathan Holmes *IDC U.K.*
- Petra Riedel *IDG Germany*
- Pia Lykke Andersen *IDG Denmark*
- Lucinda Derby *IDC*
- Jason Gould *IDC*
- Melita Marks *IDC*
- Morris Edwards *IDC*
- Dan DeMaio Newton *IDC*
- Matthew Eastwood *IDC*
- Carolyn Flynn *IDC*
- Jonathan Gaw *IDC*
- James O'Brien *IDC*
- Andrea Poretsky *IDC*
- Margaret Takarabe *IDC*
- Matthew Newton *PC World*
- Pierre Granier *PC World*

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- Doris Benavides *IDG News Service*
- Deborah Luft *IDG Communications*
- Rachel Sherman *CXO Media*
- Deborah Withington *Hungry Minds*
- Erin Connell *Hungry Minds*
- Elizabeth Paul *Hungry Minds*
- Randy Mace *ITworld.com*
- Franck Zamora *Mac Publishing*
- Sachiko Nishiha *IDG Japan*
- Michael Curt *IDG Switzerland*
- Andrew Chan *IDC Singapore*
- Jasmine Soo *IDC Singapore*
- Thomas Rotter *IDG Germany*
- Anna Harrah *PC World*
- Sean Captain *PC World*
- Lisa Cekan *PC World*
- Michael England *PC World*
- Teresa Avila *PC World*
- Cynthia Crow *PC World*
- Vanessa Grenfell *PC World*
- Tim Koerner *PC World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

Storage Networking World
Jan. 22-23
Tokyo, Japan
Tokyo International Forum
www.idg.co.jp/expo/snw/english/index_top.html

IDG European Managers Meeting
Jan. 25-27
London
Contact: Marion Kibbee
marion_kibbee@idg.com

ComNet Conference & Expo
Jan. 29-Feb. 1
Washington, D.C., Convention Center
www.comnetexpo.com/

LinuxWorld Conference & Expo
Jan. 30-Feb. 2
New York, NY
Jacob K. Javits Center
www.linuxworld.com

European Online Meeting
Feb. 5-7
Malta
Contact: Lisa van der Kamp
lisa_van_der_kamp@idg.com
www.supportcenter.com

IDC's Directions 2001
Feb. 7
San Francisco
Moscone Center
www.idc.com/Events/dir01/default.htm

DEMO 2001
Feb. 11-13
Phoenix
The Pointe Hilton Resort at Tapatio Cliffs
IDG Executive Forums 800-633-4312
www.idgexecforums.com/demo/index.html

IDC's Directions 2001
Feb. 13
Boston
Hynes Convention Center
www.idc.com/Events/dir01/default.htm

IDC's European eServices Forum 2001
Feb. 19-20
London
Millenium Gloucester Hotel
http://emea.idc.com/forum/eservices01/

celebrating 10!

Name
Bradley Christenson

Home
Needham, Mass.

Joined IDC
Originally joined IDC in August 1986 and returned after a three-year hiatus from 1990-1993.

Current title
Vice President, Sales Services Industry.

Most challenging part of your job
Managing different personalities, issues, and skill sets, training, coaching, cajoling, staying upbeat, dealing with account issues, reporting necessary information upward, effecting change, finding time for too many things, and more.

Best part of your job
Working with a bunch of people I like very much, in an industry I like, with an organization that was just rated the 25th best place to work by *Fortune* magazine (although we all know it should have been first). Also, everything mentioned in the Most Challenging section.

Career highlight
Winning some of the sales accolades such as Sales Person of the Year and my favorite, Sales Champion (voted by the analyst community as most helpful salesperson during the year).

Most memorable moment at work?
In 1988 or so, I shut my eyes late in the day for a brief nap. My office mate at the time, Ken Hoyt, and friends set the clock to read 10 p.m. and shut out the lights, then made noise so I woke up. To this day, they think the story is pretty funny.

What's kept you at IDG for 10 years?
Without question the integrity of the company and people I work with from research to sales to support services and especially that of IDC's upper management. I've also been fortunate to work under one guy for a number of years who highlights many of the strengths of IDC's culture.

Interests outside the office
At this stage in my life, my interests pretty much revolve around work and my family. Three active boys all under 6 take a lot of time and energy.

Of what accomplishment at work are you most proud?
Salespeople tend to measure accomplishments by the number of deals they close or awards they win. While in the field I was proud anytime I closed a good deal or won an award. Now as a sales manager, I am most proud of seeing salespeople I've helped, hired, trained or presently manage do well.

*IDG Chairman **Pat McGovern** escorts **Brad Christenson** to dinner at Boston's Ritz-Carlton in honor of the latter's 10 years of service to IDC.*

What talent do you wish you had?
Play a musical instrument. I did get bongo drums for Christmas and plan on mastering them shortly.

Dream destination
Long term, either Tahiti or scuba diving on the Great Barrier Reef. Short term, back to Bermuda without the kids.

Five people — living or dead — you'd invite to dinner?
Abraham Lincoln, Thomas Jefferson, Julius Caesar, Princess Diana and my wife, Alice.

Your idea of a perfect day alone?
I can only handle a couple hours alone and would like to do something active like exercise or windsurf. After that, I wouldn't like to be alone as silence in my house is a strange thing.

What others can't tell just by looking at me
I like to laugh and have fun more than being stressed or caught up in the issue of the day. I'd also like to know what they *can* tell!

Manager's profile
"Brad is a hard-working, intelligent, empathetic and dedicated employee. Over his 10-year tenure at IDC he has called on all types of accounts including user and financial accounts, start-ups and major accounts. His wealth of experience is serving him well as he now leads a sales team of approximately 20 individuals who focus on calling on vendor 'service' organizations across many sorts of clients including new business, installed and major accounts. Under Brad's leadership, his team was 150% of FY'00 bookings plan and he just completed FY'01 Q1 at 112% of bookings plan!"

— Michael Deutsch, group VP, Industry Account Sales

Martin Luther King Day

Following approval by the U.S. House and Senate in late 1983, U.S. President Ronald Reagan signed legislation making the birthday of slain civil rights leader Dr. Martin Luther King Jr. a national legal holiday on the third Monday of January beginning in 1986. King's birthday is the first new U.S. holiday since Memorial Day was created in 1948. King is the only American besides George Washington to have a national holiday designated for him. Internationally, King is one of the few social leaders of any country to be honored with a holiday (Mahatma Gandhi's birthday is observed in India). Such status by a member of a country's racial minority is almost unheard of, as the honor of a national holiday is reserved generally for military or religious figures.

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Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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Olofson, Boggs share IDC Peacock Award honors

The 17th annual presentation of IDC's most prestigious analyst recognition award took an unprecedented turn last week. Two outstanding employees shared the James Peacock Memorial Award's top honors, and no runner-up was named this year.

Following their quarterly board meeting, IDG Chairman **Pat McGovern** and IDC President and CEO **Kirk Campbell** announced a tie between **Carl Olofson**, program director, Information and Data Management Software, and **Ray Boggs**, vice president, Small Business/Home Office/Education Research. Both work at IDC's Framingham, Mass., office

The Peacock Award was established in 1985 by IDG Chairman Pat McGovern in memory of **Jim Peacock**, an IDC vice president for 15 years until his death in 1981. The award recognizes the person who best follows Peacock's example of professional excellence in organizing, conducting and completing research effectively and on time and effectively communicating the results of that research to IDC clients.

IDG WORLD UPDATE

IDC President and CEO ***Kirk Campbell*** *(left) and IDG Chairman* ***Pat McGovern*** *(right) with Peacock Award winners* ***Carl Olofson*** *(second from left) and* ***Ray Boggs****.*

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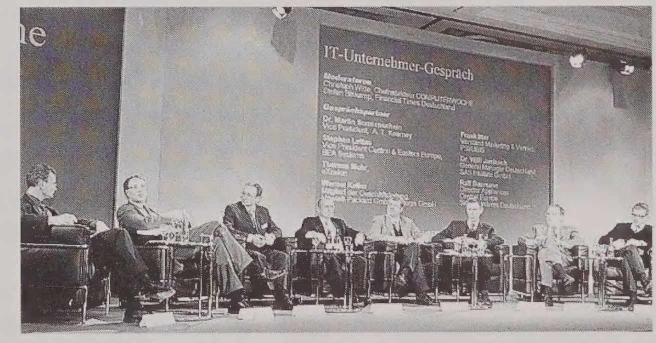
Computerwoche hosts second annual "IT Meets Business" event in Munich



Led by Computerwoche Editor-in-Chief ***Christoph Witte*** *(far left), high-level managers of leading IT and e-business vendors discuss the integration of e-business solutions during the second annual IT Meets Business conference.*

Has e-business supplanted business as we know it? That's what 350 German IT professionals came to discover and debate at *Computerwoche*'s second annual IT Meets Business conference held in late October.

More than 38 e-business pioneers spoke on the latest developments in e-business at the Munich conference in a series of presentations, best-practice sessions and round table discussions. "The conference is not simply a series of speakers," said *Computerwoche* Marketing Director **Karin Giffhorn**. "It has been structured in such a way that during the event there is time for informal exchange of opinions between business and IT managers, speakers and exhibitors."

Keynote speaker Olaf Koch, vice president for E-Business Solutions at Daimler-Chrysler, used examples from his company to show how e-business is changing the business world. "The Internet has revolutionized all internal and external processes in the automotive industry," Koch said. "This is a unique opportunity for Daimler-Chrysler to improve its competitive position in the international market. We have consolidated all our existing and

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Any more IDGML volunteers?

The Global Web Support Center (www.supportcenter.com) is recruiting volunteers to test a global XML standard, called IDGML, that will allow IDG publications and Web sites to share content with each other and external partners. Thanks go to those who read the Jan. 8 *World Update* article and volunteered; others who are interested may contact GWSC Asia/Pacific Director **Mark Evans** at mark_evans@idg.co.nz.

Coming up

ComNet Conference & Expo
Jan. 29-Feb. 1
Washington, D.C., Convention Center
www.comnetexpo.com

LinuxWorld Conference & Expo
Jan. 30-Feb. 2
New York
Jacob K. Javits Center
www.linuxworld.com

IDG European Online Meeting
Feb. 5-7
Malta
Contact: **Lisa van der Kamp**
lisa_van_der_kamp@idg.com
www.supportcenter.com

DEMO 2001
Feb. 11-13
Phoenix
The Pointe Hilton Resort at Tapatio Cliffs
www.idgexecforums.com/demo/index.html

IDC's European eServices Forum 2001
Feb. 19-20
London
Millennium Gloucester Hotel, London
http://emea.idc.com/forum/eservices01/

IDC's Asia/Pacific IT Forum 2001
Feb. 20-21
Singapore
Singapore International Convention and Exhibition Centre
http://www.idc.com.sg/Apit2001/default.htm

IDG Asia Pacific Online Meeting
March 5-7
Beijing
Contact: **Mark Evans**
mark_evans@idg.co.nz
www.asia.supportcenter.com

Computerwoche

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future e-business investments and holdings in the newly founded subsidiary, DCX NET Holding."

Among the other speakers were Ralf Schneider, specialist manager for E-Commerce (Germany) at Allianz AG, who spoke on the importance of a customer-based Web presence; **Pim Bilderbeek**, IDC vice president of e-business and networks Europe; Siegmar Mosdorf, parliamentary state secretary, Federal Ministry of Commerce; and Jeffrey Dachis, CEO of Web solutions provider Razorfish.

"The success of the conference shows how important it is to bring IT and business managers together," said **Nora Hörmann**, *Computerwoche*'s first editor-in-chief and now conference manager for the publication.

IT MEETS BUSINESS
Der Kongreß der Computerwoche

During the conference *Computerwoche* presented its second annual User of the Year award at a formal dinner. *Computerwoche* and The Gartner Group winnowed a field of 79 entrants down to 18 from which a jury of four judges selected the final six – BMW's online ordering system; the TUI Group's travel portal site; ADAC (Munich)'s multi-platform end-user solution; Gehe Pharma Handel GmbH for its customer relationship management project; Bosch Siemens Haushaltsgeräte GmbH's data warehousing program; and Dresdner Bank's corporate portal, www.firmenfinanzportal.de. Based on criteria such as the technological and business innovations, user focus and project management quality, the panel named Dresdner Bank the Computerwoche User of the Year 2000.

During roundtable discussions, participants and speakers exchanged experience and know-how at Computerwoche's IT Meets Business conference.

The judges said the Frankfurt-based bank's site was particularly impressive because it makes the financial institution's full range of services available on the Internet. This opened up a new area of business for the bank, enabling it to present itself as a direct-banking provider. The Dresdner Bank further impressed the panel by linking the bank's old mainframe to its new-economy site.

Computerwoche's next IT Meets Business conference will take place Oct. 9-10 at the Arabella Sheraton Grand Hotel in Munich. For more information send an e-mail to info@itmeetsbusiness.de or go to www.it-meets-business.de.

Peacock Award

continued from page 1

IDC's vice presidents and senior vice presidents nominate employees for the Peacock Award at the end of the fiscal year, and Campbell makes the final selection.

Olofson has 24 years of experience in the IT industry both on the user and vendor sides of the business and joined IDC in 1997. One of IDC's most prolific writers, he is an expert in Information & Data Management Software including Java & XML. Over the past year Olofson defined and forecast a total of nine new and emerging markets and personally authored eight forecast and analysis reports and contributed to four others. He is noted for his insight and leadership in his markets and is a frequent speaker to the user community.

Boggs joined IDC in 1996 with extensive market research experience. Considered IDC's Small Business & Education guru, Boggs has been adept at taking hot market trends and incorporating them into his research areas. He was an early leader in collaborating with other research areas and continues to set an example. Boggs has been innovative in the use of primary research (surveys, focus groups and e-panels) to strengthen his research offerings and regularly receives the highest scores from IDC customers for service and insightfulness.

Previous Peacock winners

The following IDC employees previously received Peacock Award honors, either as winners or runners-up: **David Brown**, **Mark Winther**, **Lloyd Cohen**, **Rich Mikita** (now with ITworld.com), **Rebecca Segal**, **Gisela Wilson**, **Vicki Brown**, **Anthony Picardi**, **Richard Villars**, **Lee Doyle**, **Crawford DelPrete**, **Angele Boyd-Myers**, **Henry Morris**, **Pim Bilderbeek**, **Brian Clarke**, **Carol Glasheen**, **Janet Waxman** and **Dennis Byron**.

executive Q and A

John P. O'Malley
The president of IDG Global Solutions/Europe, Middle East and Africa is this week's guest columnist.

Q How is IGS/EMEA organized?

A We have simplified our structure and clarified responsibilities to ensure that we are focused on our customers both internal and external. Our Business Development group communicates regularly with the major IT companies on their marketing plans to ensure that IDG is part of any strategy they might develop, and, of course, they also close sales.

Our International Sales teams in France, the U.K. and Germany are focused on providing outstanding service to the agencies that book their international campaigns through IGS. They ensure that the agencies are fully up to speed with the latest developments in IDG's portfolio of products and services. We also have an Online group that provides both clients and agencies with international online advertising solutions, and a Recruitment group that does the same thing for the world of recruitment advertising in preparation for JobUniverse (www.jobuniverse.com).

We have some very aggressive sales targets that I am confident we will achieve. Our team in Europe is very strong, and if we stay focused then we will have a very strong base on which to build.

Q How do you enhance cooperation between IGS and the individual business units?

A We work on this all the time, as it is essential for us to work closely together to beat the competition. We felt so strongly about it that one of our goals is '*to bring IDG business units closer to the international customer.*' We regularly host the various business units if they wish to present to EMEA agencies and visit them as often as we can to hear about the changes in their various marketplaces. We formalized communications a little recently when we introduced the concept of Product Champions and Country Advocates. Under that approach, each salesperson is tasked with becoming an expert on one of our product lines and/or one of the countries or groups of countries within our territory. This leads to closer links and enables us to create task groups to resolve issues that may arise. We also ran the European Sales Workshop in November in London, which allowed the various business units to meet with London agencies and share best practices amongst themselves and IGS staff. In a similar vein, we helped to organize the Eastern European Sales Meeting in Budapest in the same month.

Q What are you doing to build IDG's visibility in Europe vis-à-vis our largest customers?

A To some extent IDG is a hidden brand in Europe because it is eclipsed by the strength of its product brands: IDC, *Computerwoche*, *PC Welt*, *PC Advisor*, *Le Monde Informatique* etc. We regard it as essential therefore that we promote the IDG brand as often and as powerfully as we can, but the image is very important. IDG is a global leader, so we ensure that our communications exude strength and quality. We recruit quality people who promote this image face-to-face and who provide excellent research and analysis, so our reputation is therefore very strong and growing day by day.

Q Can you elaborate on the Business Development group's focus?

A The strategy of Business Development was to initially identify the top 20 accounts and ensure that they remain stable in their ability to book into IDG business units. Within that top 20 we identified accounts that had the ability to add significant incremental revenue and those accounts that declined year on year. Analysis of Q1 has revealed some great successes: Foundry up 987%, Novell up 480%, Dell up 35% to name but a few that have increased year-on-year spending. Those accounts that in the previous year had been losses have also shown impressive results: Quantum up 289%, 3Com up 29%, Philips up 30%.

By working closely with clients on a strategic basis Business Development has been able to achieve these successes, forecast early any potential downturns and improve by 20% the overall stability of the top 20 accounts. With a firm foundation, the team is able to allocate resources to the longer term investment of new business. For example, by working extremely closely with Foundry, IGS has ensured that as Foundry enters new territories the IDG business units are the first to benefit from their marketing spending. This has given IDG a global 70% market share of Foundry investments in IT press.

By working regionally and across international sales hubs Business Development has developed unique client relationships in cooperation with IDG Corporate Accounts and IDG Communications. Place this alongside initiatives like Product Champions and Country Advocates, and we can offer the client a unique solution that no other publisher can match. The results have been sensational. Clients really respect IDG and see the benefits of being able to communicate at a local and central level. It means that central client marketing departments feel confident that by dealing with IDG their programs will be executed satisfactorily and that local understanding and cooperation will be achieved.

IDG Global Solutions/EMEA at-a-glance

Locations London (Staines), Paris, Munich

Number of employees 59

Most recent accomplishment
IGS continues to make it easier for agencies to use IDG to develop new business leads. Service and speed of reply are vital in new client pitches as an agency tries to win business. We want to maximize IDG's market share in that new proposition and extend this to existing business by further differentiating ourselves in the market place.

On Jan. 22, IGS signs its first service-level agreement (SLA) with the advertising agency Banner (part of the WPP group). The SLA ensures a clear understanding of the roles and responsibilities in the publisher/agency relationship. It outlines the expected delivery requirements, which can be measured, and introduces a process to make this happen. It increases IGS' understanding of the Banner account, adding more depth than the usual agency/publisher dialogue and introducing a more balanced scorecard approach on how we judge our performance. To date this has always been purely financial. A successful implementation of the agreement takes the agency/publisher relationship to a higher level and will be of tremendous benefit to IDG.

Shlain named to *Newsweek* 'Women of the New Century' list

The Jan. 8 issue of *Newsweek* magazine ran a feature in the Lifestyle & Family section, "Meet 15 Women of the New Century," which profiled "...strong-voiced women [who] are authors, researchers, mentors and activists: the kind of women who will shape America's new century..."). The Webbys' **Tiffany Shlain**, 30, made the list. Her entry reads:

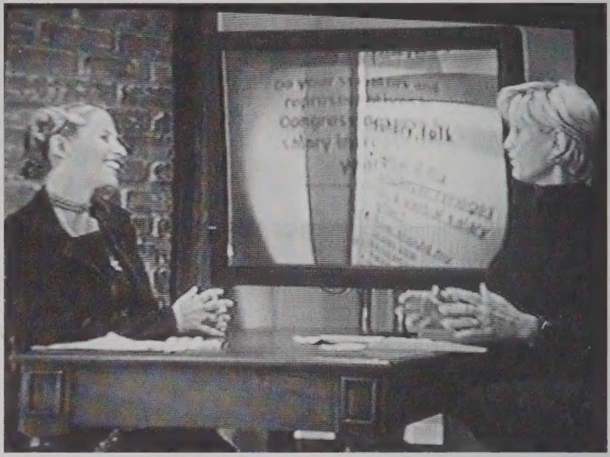
"When she created the 'Webby' awards in 1996, Shlain launched the event of the digerati social season. Each year celebrity judges evaluate sites; winners can count on digital fame and fortune. 'The nominees are heroes of intellect, computing and creativity, thrust from the fringe into the spotlight,' says Shlain. 'For consumers overwhelmed by the Internet, we shine a light on the very best for them.' She wants the Webbys to reflect Internet pop culture, just like the Oscars. But Hollywood could learn from the Webheads: Shlain limits acceptance speeches to five words or less."

For the complete article go to http://www.msnbc.com/news/509714.asp.

Correction: IDC Directions

The event listing on p. 7 of the Jan. 15 issue of *World Update* listed incorrect dates for IDC's Directions conferences. Directions will be held March 7 in San Francisco and March 13 in Boston.

"Good Morning America" television appearances put Webby Awards' name in four million homes



Good Morning America host Diane Sawyer (right) interviews ***Tiffany Shlain*** *about Web sites that help employees negotiate better salaries.*

The old adage about the early bird getting a nice feast applies to **Tiffany Shlain**, founder and director of The Webby Awards, but in her case the plump morsel is exceptional media exposure. Shlain recently signed a one-year contract as the Internet expert on "Good Morning America" (GMA), a role that garners name recognition for the Webbys before an audience of four million early morning television viewers.

The annual Webby Awards, which Shlain started in 1996, honor the best U.S. and international Web sites and span 29 categories, from Commerce to Music to Humor and News.

Shlain's next appearances on "Good Morning America" will be Jan. 23 and Feb. 14.

Twice monthly, Shlain appears on ABC-TV's morning talk show alongside one of the co-hosts – Diane Sawyer, Charles Gibson or Jack Ford – for a three-to-five minute segment. Her spot consistently airs around 7:30 a.m., one of the show's most heavily viewed time slots. The show is produced live for East Coast U.S. audiences from ABC's studios in New York City and played back for audiences in the western time zones.

As Diane Sawyer put it, "We try to show you how to tame the Internet by bringing you sites that are useful." Shlain focuses on one or two Web sites on a given theme — such as online shopping, how-to sites, salary comparisons or finding faith on the Web — for each appearance. Eventually, she expects the segments to evolve to focus on the digital lifestyle and culture.

Once each month, Shlain stays in the ABC studios and participates in an online chat related to the topic she spoke on that morning. Viewers log on and submit questions at the Good Morning America Web site (www.abcnews.go.com) and a moderator selects specific questions for her to answer. Each session runs for about 30 minutes.

While Shlain has innumerable issues that she'd like to cover on GMA, the challenge is to address them in a newsworthy context. "In a show that presents so much variety each day, there are many factors that the producer and I have to consider to decide which site gets covered," Shlain said. "We try to be prepared to do any one of three sites, and then choose one in the week prior to the appearance. Naturally we are looking to include as many Webby-winning sites as possible, as they've undergone our rigorous judging process, and I know them to be superior."

Not surprisingly, it was the Webby Awards themselv that led to her new TV role. ABC had been looking for someone to serve as an on-air Internet advisor and join their lineup of experts on parenting, financial planning, consumer advice and home/garden topics. ABC's talent director contacted Shlain after the Webby Awards 2000 in May, right around the time her team was developing a concept for a "Webby Minute" to talk about the Internet and draw attention to Webby winners. The timing was perfect, and Shlain had her first GMA appearance on Sept. 15.

The trickle-down effects from the show have been numerous. "Traffic to our site [www.webbyawards.com] has increased, but the greatest value lies in the brand exposure," Shlain said. "This adds incredible value to our nominees, winners and, of course, our sponsor and partners. Moreover, everyone we speak with now wants to get in on the Webbys, and that level of excitement during our sales season was crucial to closing big deals quickly."

Shlain's next appearances are scheduled for Jan. 23 and Feb. 14, subject to change pending late-breaking news. For a selection of her previous Internet chat sessions on Good Morning America, go to http://www.abcnews.go.com/sections/GMA/GoodMorningAmerica/Tiffany_Shlain.html.

IDG

Week of January 22, 2001

Audience Research Specialist (CW)

Computerworld is seeking an Audience Research Specialist. Responsibilities include overseeing/fielding surveys of subscribers, analysis of syndicated research results, creating a delivery mechanism for audience numbers to the Computerworld sales force, and acting as the contact person for the sales force for any audience-related questions. The Audience Research Specialist should have 1 - 3 years of market research experience in the media/advertising community. Experience with syndicated research is a plus. *Location: Framingham MA*
Contact: M. Scanlon, Email: mary_scanlon@computerworld.com

Editorial Graphics Coordinator (CW)

Award-winning design department of Computerworld is seeking a multi-talented Editorial Graphics Coordinator to join our team. This position supports the design group's print and online initiatives, and serves as an interdepartmental liaison to develop and track art components. This position will work with reporters and editors to collect and develop visual elements for stories, research, develop and track new and existing sources of photography, purchase production, illustration and photography rights and services, facilitate the transition of visual elements from print to online. This position requires experience in Photoshop, Quark Express, working knowledge of FreeHand, Illustrator, MS Office. Experience with Fireworks, Flash, Dreamweaver, HTML, JavaScript and Quark Publishing system a plus. Experience working with both print and Web graphics, and working in a mixed platform (PC and Mac). Excellent communication skills, and ability to work independently and effectively in a collaborative environment. This position requires either a journalism or graphics background (both is a plus), excellent organizational skills and an eye for detail and strong project management skills. Must be comfortable working in a deadline-driven environment. *Location: Framingham MA*
Contact: M. Scanlon, Email: mary_scanlon@computerworld.com

Web Developer (CW)

Computerworld is looking for a Web Developer to help make our 35th year in business a continued success. This individual will become a core part of a small (but growing) web development team. We need real web people; pretenders need not apply. The right person probably has a LAN in their home, has hacked their Tivo and is regularly modded up at slashdot. We are looking for someone who can work independently while communicating effectively with the rest of the team. You will work hard but enjoy many opportunities to shine.
Experience/Knowledge requirements: Minimum 3 or more years web development experience, able to maintain an excellent work ethic in sometimes chaotic surroundings, must take personal pride in the sites worked on, must be heavy on communication, light on attitude, Must be ready to adapt to new challenges, technologies, strong server-side scripting skills, ideally in tcl but perl or python hackers also welcome. Must be comfortable working in a UNIX environment. Must be acutely aware of security issues, comfortable with VPN's, SSH tunneling, etc., SQL experience required, Oracle preferred. Experience with Vignette StoryServer and Apache is preferred. Familiarity with Ultraseek a plus, familiarity with Web Crossing a plus. Please send us your resume, a list of publicly accessible sites you have worked on, and a brief cover letter telling us why you love the web. *Location: Framingham MA*
Contact: M. Scanlon, Email: mary_scanlon@computerworld.com

Ad Sales Assistant (CXO)

CXO Media is looking for a high energy individual to provide sales and administrative support to two district sales managers in our San Francisco, CA sales office. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and a collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and rfp's. Ideal candidates have a customer service orientation and thrive in a fast-paced environment, strong writing skills and attention to detail, excellent multi-tasking skills, PC computer experience, familiarity with Microsoft Word, Excel, Powerpoint, and a minimum of 1-2 years business experience. If interested, please contact Beth Senges at beth_senges@idg.com or fax resume to (508) 935-4600. *Location: San Francisco, CA*

Go to http://careers.idg.com to view all current job opportunities at IDG

Ad Sales Director- WC (GMG)
GAMEPRO, the country's leading multiplatform gaming magazine & the 4th largest male teen magazine in America, is seeking a West Coast Advertising Sales Director to manage the sales activities for all print media properties of the Game Pro brand. The position is located in San Francisco. Responsibilities include increasing sales of a multi-million dollar territory, managing a training staff of three aggressive sales professionals, developing effective sales presentations & support tools, as well as creating advertiser promotions. Candidates must have exceptional communications skills, both written & oral. Must have extensive print media sales & management experience, be able to manage multiple tasks, & have exceptional presentation skills. Knowledge of the magazine publishing, video & computer games industry, or male teen-focused consumer products is highly desirable. Offers are based upon individual qualifications. ESOP, 401k, insurance benefits & training allowance provided. IDG is an equal opportunity employer dedicated to workforce diversity. *Location: San Francisco CA*
Contact: T. Mancinelli, Email: teresa_mancinelli@idg.com

Director of Marketing (GMG)
GamePro, the country's leading multiplatform gaming magazine, is seeking a Director of Marketing to support its sales activities and extend the power and reach of the GamePro brand. Responsibilities include managing all research and promotional activities, developing an effective communications strategy for both GamePro and GamePro.com, as well as creating and maintaining all sales tools, presentations and promotional collateral. In addition, this position will direct all public relations activities and manage multiple client events and industry trade shows for the company. Candidates must have exceptional communications skills, both written and oral. Must have previous management experience, be able to manage multiple tasks, and have strong presentation skills. Knowledge of the magazine publishing, video and computer games industry is essential. A minimum of 3-5 years in a senior level marketing position with an advertising agency or company in the electronic entertainment, high-tech, or publishing industry is required. *Location: San Francisco CA*
Contact: C. Lee, Email: clee@gamepro.com

Single Copy Sales Associate (GMG)
IDG Games Media Group is looking for a Single Copy Sales Associate for GamePro magazine. The Single Copy Sales Associate will manage GamePro's direct single copy distribution channels, including retail, and specialty store accounts (with the exception of the Newsstand channel). Responsibilities include planning, promotion development, financial analysis, budgeting, and management of distributors, consultants, and corporate administrative support staff. This position will also be involved in subscription development programs related to package insert, retail, and corporate sponsorship programs. Qualified candidates will have 2+ years experience in single copy sales. Electronic gaming or consumer publishing experience a plus. Candidates should be creative, efficient, and organized with excellent written/verbal communication skills. PC proficiency in Excel and Word, strong financial and analytical skills, and the ability to handle/prioritize multiple tasks in a fast-paced environment are a must. BA/BS or equivalent experience preferred. Title and compensation commensurate with experience.
Location: San Francisco CA
Contact: B. Sours, Email: bsours@gamepro.com

Regional Sales Manager (GMG)
GamePro, the leading multiplatform gaming magazine & 4th largest male teen magazine in America, seeks a REGIONAL SALES MANAGER to run the activities for all print media properties of the GamePro brand. The territory is the South West: the SF Bay Area south, Arizona, New Mexico, Texas, & parts of Nevada & Utah. Responsibilities include increasing sales of a multi-million dollar territory, managing & training a sales associate, developing effective sales presentations & support tools, as well as creating advertiser promotions. Candidate must have exceptional communications skills, both oral & written. Must have extensive print media sales, be able to manage multiple tasks, & have superior presentation capabilities. Knowledge of the magazine publishing, video & computer games industry, or male teen-focused consumer products is highly desirable. Offers are based upon individual qualifications. There is no cap on the commission structure. ESOP, 401k, insurance benefits & training allowance provided. GamePro is an equal opportunity employer dedicated to workforce diversity.
Location: San Francisco CA
Contact: T. Mancinelli, Email: teresa_mancinelli@idg.com

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Midwest Account Manager (IDG/RS)
IDG Recruitment Solutions, is seeking an Account Manager to join the Midwest sales team. Responsibilities include selling recruitment advertising in InfoWorld, Computerworld, Network World, CIO, The Industry Standard and Computerworld Canada, as well as ITCareers.com and The Standard Job Shop. Must be talented sales professional with 1-3 years proven experience in an ad agency, sales, publishing or media environment. Individual must be able to generate and deliver presentations, negotiate contracts, keep thorough records of all assigned accounts in his/her territory and manage a dynamic sales territory. Qualified candidates must be highly organized, detail orientated, self starting with a strong customer service approach. Ability to manage multiple tasks simultaneously and work well under deadlines in a fast paced work environment. Must have working knowledge of basic computer software. Position reports to the Regional Manager.
Contact: Laura Wilkinson, Phone: 773-248-4301, Fax: 773-248-4303
Email: laura_wilkinson@itcareers.net

Chief Technology Officer (IFW)
Reporting to the CEO of InfoWorld, the Chief Technology Officer (CTO) is a new position being created for the first time at InfoWorld (IFW). This senior level executive will be responsible for the development and successful achievement of short-range and long-range objectives for the use of technology at IFW. This individual must be able to deliver the highest quality content, serve and expand our IT audience and help to lead IFW in serving our readers and advertisers. This includes the planning, directing and coordination of company-wide strategic efforts with respect to technology for the Information Systems department, the InfoWorld Test Center and the InfoWorld.com department. This executive will manage technical and cross-departmental projects to meet company and department goals through efficient and cost-effective use of technology, as well as playing a key role in helping to set the overall direction of the company. In addition, this person will set standards for hardware and software, and ensure the best in class infrastructure is in place to support the business. This person will also provide leadership to develop technology vision in sync with the business vision, business plans, budgets, resource management, capital management, quality control management, production quality, standards and policies, and action plans that clearly define projects, objectives, goals, schedules and assignments. This individual must also be able to work effectively with members of the senior leadership team - especially editorial, marketing and advertising, to achieve our technology goals and play a key role in achieving our overall goals for growth. *Location: San Mateo CA*
Contact: M. Burnham, Email: michelle_burnham@inforworld.com

Web Developer (IFW)
InfoWorld, the award winning tech smart, bus-savvy news weekly, & developer of infoworld.com, an on-line resource for IT professionals, seeks talented Web Developer to be accountable for programming for a specific website and related applications. Responsibilities include server software maintenance, troubleshooting & user support, the update & maintenance of current codebase, and scope & design new software systems. B.S. in Computer Science or Engineering; plus 2 yrs. exp. as Web Developer is required. Must have knowledge of Visual Basic for Applications, Java, HTML/CSS,DHTML, Perl, SQL/Oracle, Unix and C++. InfoWorld is an International Data Group Company (IDG) located in San Mateo, CA.
Contact: Email: resumes@infoworld.com

Administrative Assistant (IGS)
IDG Global Solutions seeks an Administrative Assistant for general administrative work, such as answering phone, faxing, and filing. Provide advertising sales support to include working with sales order system and coordination of advertising material and publications with our clients and international offices. Some events, conference planning, and coordination will also be needed. The environment is fast-paced and requires superb attention to detail, strong organizational skills, excellent phone skills and a "can-do" client-service attitude. Candidates should have exceptional written and verbal communication skills, with a demonstrated ability to work as a team. Proficiency in Lotus Notes, MS Excel and MS Word required. Fluency in a second language a definite plus. *Location: Miami Fla*
Contact: L. Browne, Email: lisa_browne@idg.com

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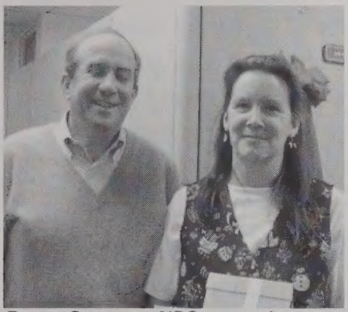
Senior Editor, Networking (ITworld.com)
ITworld.com is looking for a senior editor to oversee editorial coverage for the networking, security and other sections of the site. Strong editing and Web packaging skills required. Five+ years experience in high-tech media is required; Web experience is a plus. Using your knowledge of the industry, you will be identify areas of coverage, create content, grow traffic, assign stories to freelancers or staff and edit them for content and production. You will also manage Web site pages, work with other editors to grow user participation, and contribute to developing overall site direction and strategy. *Location: Southboro MA*
Contact: J. Davidson, Phone: 508-269-2964, Fax: 508-303-9788, Email: jobs@itworld.com

Assistant Editor (NET)
IDG.net is seeking a motivated individual who's ready to jump into this entry-level copy editing position. The successful candidate will have some journalism or copy writing experience, or a background in English. As a member of this small, tightly woven team, your responsibilities will include managing flow of news & feature stories to appropriate Web site channels as well as newsletter production. Requirements include meticulous tendencies, good copy edit/copy writing skills, and excellent spelling skills. Multiple language skills are a plus.
Location: San Francisco CA
Contact: J. McKie, Email: julie_mckie@pcworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

IDG STARs recognized for outstanding performance

Three employees from IDG support units recently earned IDG Corporate Boviard STAR Awards in recognition of the outstanding Service, Teamwork and Results they have provided to colleagues during the past six months. The awards are presented twice a year and honor the memory of IDG Corporate Credit Manager ***Jay Boviard****. Employees are nominated by their peers and all nominations are reviewed by the selection committee of* ***Ted Bloom****, vice president, corporate controller and treasurer;* ***Jayne Enos****, vice president, tax and legal; and* ***Julie Lynch****, training and development manager. The next awards will be presented mid-year and a complete list of eligible business units and a nomination form will appear in a future issue of* IDG World Update. *The winners and excerpts from their nominations follow.*



Penny Stevens *of IDG accounting accepts her STAR Award from IDG VP/ Corporate Controller* ***Ted Bloom****.*

Penny Stevens joined the IDG accounting department in February 1987 and currently works as a bookkeeper supporting IDC and IDC Canada. Prior to joining IDG, she worked in a similar position for a supermarket chain. Married with two children, 14 and 12, Penny can be found at the beach or fishing during the summer, snowmobiling or ice fishing in the winter.

"Penny provides outstanding service," said one client, noting, "She answers all questions in a positive manner and on a timely basis." Said another client, "Penny will always jump into a situation and help out in any way she can. She has met with me to set up new procedures to help me reconcile my month-end numbers. She has also given me tips and hints on how she does the same type of duties I do."

Kevin Burns*, senior technology manager at the Corporate Support Group in Framingham (left), presents* ***Brian Smyers*** *of the IDG IS department with his STAR Award.*

Brian Smyers joined IDG just over a year ago as a network technology specialist. Prior to joining IDG, he worked as a network analyst for Whirlpool Corp. Recently remarried, Brain enjoys spending time with his wife and two daughters, 11 and 10, playing, watching and coaching soccer; snowboarding, reading and camping.

"Brian's efforts to support the Corporate Support Center's IS needs go way beyond his 37-½ hour work week. He is on call 24 hours per day, 7 days per week, 365 days per year, providing IS support to the CSC," noted one appreciative client. "Although his primary responsibilities are to maintain the CSC networks, he is required to support all of the CSC's hardware and software problems, especially Lotus Notes problems. The CSC staff, whose roles require them to work remotely, either at home or in any of 80 countries where IDG is located, know that he is only a page away. He is always on call and never hesitates to be proactive in managing our problems whether they be PC-related, Mac-related, Lotus Notes-related or server-related. In addition, for the past year he has supported the presentation requirements of the IDG President's office," said another client. "Brian's enthusiasm in providing support over and above what falls into his job description, his calm demeanor in managing any crisis with maturity and professionalism and his dedication to the CSC staff are a winning combination and make him a real team player," noted a third nomination.

Jean Gasbarro, *licensing administration and support manager at IDG International Publishing Services, accepts her STAR Award from* ***David Hill****, IPS president.*

Jean Gasbarro joined IDG's International Publishing Services in 1997 and assumed responsibility for the IDG Directory. In 1998, she became licensing administration and support manager. Prior to joining IDG, Jean, who is married and lives in Somerville, Mass., was local history librarian at the Morristown (N.J.) public library. In her free time, she enjoys book collecting, photography, sky diving, crocheting and knitting.

"The IDG Media Kit is the single most important corporate promotional piece produced by IDG each year, and what most people don't realize are the incredible efforts that go into updating all of the information," read her nomination. "For the past two years, Jean has lent her support to the production of the IDG media kit while maintaining her own responsibilities at IPS. Her efforts with the media kit focused on helping with the collection of data and proofreading drafts of each brochure and checking the information on every country and every product. In addition, Jean was vigilant in her efforts to obtain updated information from each country, especially the ones that remained unresponsive to CSC requests for information. She verified the existence of each IDG product; confirmed data relative to it being a print and/or online product; added information on new products, events and Web sites; and verified the management information for each product. Jean invested an enormous amount of time proofing information for over 290 publications, 300 Web sites and 168 trade shows to ensure that every IDG business unit was correctly represented. Her professionalism and commitment to ensuring the accuracy of our media kit do not waver, and her commitment to excellence is an inspiration to all of us!"

noteworthy people

Galvani

Rizzi

Lombardi

Occhi

IDG WORLD UPDATE

Kudzia

IDG WORLD UPDATE

Davidson

Promotions

Paolo Galvani, who held the dual role of *PC World Italia* editor and associate publisher of IDG Italy's Consumer Magazines division, has been named publisher of *PC World Italia* and *Macworld Italia*. Galvani will continue as editor of *PC World* Italia and associate publisher of the online versions of the two magazines (www.pcw.it and www.macworld.it). In his new position Galvani will coordinate publishing and commercial activity for the two periodicals and be responsible for financial management and planning. He joined IDG Italy in 1996 and was named *PC World Italia*'s deputy editor in 1997. He holds a technical design degree from Milan's Istituto Professionale di Stato Caterina da Siena.

Computerworld Italia Sales Manager **Sergio Rizzi** is the new publisher of IDG Communications Italia Business Magazines division and will coordinate the editorial and commercial activities of *Computerworld Italia* and *Network World Italia*, both in print and online. He will also be the associate publisher of IDG Italia's portal site (www.Idgworld.it). He joined IDG in 1989 after 10 years as a team manager in professional sport sailing.

Previously deputy editor of *Computerworld Italia*, **Paolo Lombardi** has been named the publication's editor. He will also be coordinating the online edition of the weekly (www.cwi.it). He began his IDG career in 1984 as a freelance writer for *Computerworld Italia*, returning to IDG in 1997 as deputy editor. He holds a degree in sociology and political science.

Alessandro Degli Occhi is new editor of *Network World Italia* (formerly *NetWorking Italia*) and its online version (www.nwi.it), moving up from his role as director of *NetWorking Italia*. He joined IDG Italia's *Computerworld Italia* in 1990 and became senior editor of *NetWorking Italia* in 1992. He studied political science at Milan's Universita Cattolica.

As part of Standard Media International's recent restructuring to better align itself with the industry, a reorganization that included eliminating 33 positions, **Ann-Marie McGowan**, formerly executive vice president, will now serve as the company's chief operating officer. McGowan joined *The Standard* in September and was previously the chief operating officer and executive vice president of programming at Tavolo (formerly Digitalchef.com). Prior to Tavolo, McGowan was vice president of publishing and business development at Discovery Communications, Inc.

Chris Patelis, formerly executive vice president and chief operating officer of *The Standard*, has been appointed president of *The Industry Standard*. Patelis will oversee sales, circulation, production, manufacturing and editorial operations and manage the magazine's publishing partnerships.

New employees

Barry Soicher is Standard Media International's new vice president, conferences and events, in charge of overseeing the development and management of *The Industry Standard*'s U.S. and international conferences, as well as its signature Rooftop parties, which are scheduled to go global this year. Soicher was previously vice president of sales at Red Herring Communications.

Other new employees at *The Standard* include **John Loomis**, formerly managing principle of The CTO Group, a consulting services company, who has been named chief technology officer/chief information officer. **Joan Burke** comes aboard as vice president of human resources. Prior to joining *The Standard*, Burke held a similar title with SoftNet Systems, Inc. **Troy Anderson** has been appointed senior vice president, Online, and will oversee The Standard.com's operations. Previously, Anderson was president and COO of Stock Master.com, part of the Redherring.com network.

Scott Berinato joins CXO Media as a *CIO* senior editor. He was previously a writer with *E Week*, covering Cisco, Microsoft, Linux and security issues. He has also freelanced for *Outdoor Life*, *The Industry Standard's Grok*, *Boston Magazine*, and was a *Boston Globe* technology columnist for several years. He holds a B.S. in political science from the University of Wisconsin/Madison and an M.A. from The Medill School of Journalism at Northwestern University.

Derek Kudzia has been hired by *InfoWorld* as a desktop support technician, coming from The Gale Group where he was senior desktop support technician. He is currently attending the College of San Mateo (Calif.) and studying computer science. A mountain biker, he also recently learned how to snowboard.

ITworld.com has hired **Stephanie Davidson** as an associate editor in its San Francisco office. She was previously an online editor for Imagine Media's *Maximum PC* and *Maximum Linux* magazines. She holds a B.A. in East Asian studies from Princeton University.

Robin Wiersma joins IDG World Expo as billing and collections assistant, coming from Polymedica Corp. where she was a customer service representative. She holds a B.S. in special education with a concentration in international studies from the University of Maine/Farmington and likes to ski, scuba dive and spend time with family and friends.

Transfers

Kathleen Ohlson, a general assignment reporter at *Computerworld* for the past two years, has joined *Network World* as a senior writer covering B2B marketplaces, IBM e-commerce and application servers. Ohlson began her IDG career in 1996 as a copy editor for the IDG News Service in Boston.

Send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Joanne Oteri Capolino *Computerworld*

19

Renee Pierce *IDG*
Kazuhiro Hara *IDG Japan*

17

Mark Winther *IDC*
Donna Sparrow *IDC*

16

Paul Bonarrigo *Mac Publishing*

14

Claudette Sears *IDG Research*

13

Marguerite Watt *PC World*
Ulrike Pape *IDG Germany*

11

Miriam Karlin *IDG*
Cathy Garland *IDG*
Marcel Warmerdam *IDC Benelux*
Francis Mao *IDG Games Media Group*

10

David Cobb *PC World*
Kelli Flanagan *ITcareers*

9

Martin Bell *IDG New Zealand*

8

Andrea Trigila *IDG Argentina*
Fiona Macrae *IDC U.K.*

6

Serap Apak *Macworld Turkey*
Richard Bailey *IDG U.K.*

5

Judith Apostol Marchessault *PC World*
Susan Waring *IDG World Expo*

4

Jen Carton *Publish*
Lindsay Young *IDG Games Media Group*
Janis Crowley *ITcareers*
James McNickel *IDG New Zealand*

3

Connie Alvero *IDG*
Michael Barbato *CXO Media*
Ronda Bittner *Mac Publishing*
Yuko Shirai *IDC Japan*

2

Mine Tezer *Macworld Turkey*
Lanie Agulay *Hungry Minds*
Roland Elgey *Hungry Minds*
James Piper *IDG Communications*
Scott Plamondon *ITworld.com*
Christine Ang *Computerworld Malaysia*
Sam Dingwall *IDC U.K.*
Julie Ramirez *IDG Games Media Group*

1

Meridith Kirk *Publish*
Tom Ziegelbauer *Publish*
Alexis Barrera *IDG.net*
Lisa Huck *PC World*
Lisa Iozzia *PC World*
Robert Bihlmayer *Hungry Minds*
Alissa Cayton *Hungry Minds*
Norman Crampton *Hungry Minds*
Linda Brandon *Hungry Minds*
Maureen Sweeney *Hungry Minds*
Grace Buechlein *Hungry Minds*
Thomas Swope *Hungry Minds*
Cheryl Case *Hungry Minds*
Matthew Jenkins *Hungry Minds*
Danette Nurse *Hungry Minds*
Gregory Prentzas *Hungry Minds*
Alexis Barrera *IDG.net*
Mary Gregory *CXO Media*
Chris Bramel *CXO Media*
Susan Brown *IDG World Expo*
Joshua Pike *IDG Communications*
Lisa Lavery *ITworld.com*
Lisa Boles *ITworld.com*
Jack Vaughan *ITworld.com*
Jaime Lysik *ITworld.com*
Shane Clark *Mac Publishing*
Jennifer Jagdat *Laurentian Technomedia*
Shirley Chua *IDC Singapore*
Brooke Galloway *IDC Australia*
Dorothy Yang *IDC China*
Margaret Follmer *IDC*
Nicolas Parente *IDC*
Luisa Garcia *IDC*
Andrew Goloboy *IDC*
Marc Hirsch *IDC*
John Mahowald *IDC*
Anna Aquinno *IDG Executive Forums*
Steven McCall *IDG Executive Forums*
Heather Taini *IDG Global Communications*
Sladin Nan *IDG Global Communications*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IGS/EMEA's surprise pantomime adds theatrical flair to Christmas gathering

What do Cinderella's three ugly sisters have to do with the IDG Global Solutions? Read on for the full story narrated by IGS Vice President/Marketing **Colwyn Munro**:

The location and festivities for IGS EMEA Christmas "meeting" is always a closely guarded secret organized by Global MIS Manager **Karen Battley**. Unaware of their destination until they arrived after a two-hour bus ride, all 59 staff members from IGS' three European offices (Staines, U.K.; Paris and Munich) assembled at a hotel on England's south coast in mid-December.

The morning was taken up by department presentations, first-quarter sales achievements, and cross-functional brainstorming to formulate a business plan for IGS EMEA for the next financial year.

Entertainment for the evening's black-tie event was also a complete mystery until during dinner the curtains drew back to reveal the master of ceremonies, who announced that we were to put on a traditional pantomime: Cinderella.

(British pantomimes are comic plays/musicals presented on stages all over England and Wales before and during the Christmas holidays. There are many amateur ones, but each town will have a professional one, usually featuring ex-soap stars, once-famous entertainers and sportsmen. Each year there are new twists put into the story lines. The stories work perfectly well for children, but there is usually enough double-entendre and innuendo to keep the adults laughing as well. Another twist is that tradition calls for the male lead to be played by a woman, and most comic female characters by men.)

One by one, my colleagues were called up on stage for their ritual humiliation, put into costume and ordered to read their lines off the cue cards. The result was hysterical, mainly to those who just watched!

*(L-R): IGS/EMEA International Sales Director **Kumaran Ramanathan**, Vice President France **Frederic Bonnin** and Business Development Director **Matthew Yorke** demonstrate that all the world's a stage.*

celebrating 10!

IDG Chairman **Pat McGovern** recently escorted three employees of China Computerworld Publishing & Servicing Corp. to lunch in Beijing in honor of their 10 years of dedication to the company.

Celebrating anniversaries were:

Mr. **Yin Xiaojun** joined the company in June 1990 and works in the finance department. Prior to joining China Computerworld, Mr. Yin worked in the marketing department of the China Electronics News Agency. He graduated from Beijing Radio and Television University where he studied business administration. He is married to Yin Hengyun and they have a six-year-old son named Yin Zheng. He enjoys playing I-Go and last year participated in the I-Go games of the Beijing IT cup. According to his manager, Ms. **Lu Wenhua**, director of the finance department, " Mr. Yin is a real gentleman. Since joining our company, he has worked in several departments and has always worked very hard. He is very well-liked by his colleagues in our department."

Ms. **Hou Meizhu** also joined *China Computerworld* in June 1990 and is currently deputy editor-in-chief of the publication. Prior to joining *China Computerworld*, Ms. Hou worked in system software and application development at the Beijing Computer Technology Graduate School. She graduated from Beijing Union University where she studied computer science. Ms. Hou and her husband Zhang Nanqiang have a daughter Zhang Mengxiao who is 12. When not in the office, Ms. Hou enjoys playing badminton and tennis, reading and traveling, with her favorite destination being Phe Phe Island in Thailand. Says her manager Mr. **Liu Jiuru**, editor-in-chief of *China Computerworld*, "Meizhu is a diligent and responsible worker. Since Meizhu was appointed deputy editor-in-chief, she has proved herself a capable executive in the coordination of the editorial team and handling the content update issues of the publication."

Ms. **Shen Haiying**, sub-director of *Computerworld's* advertising department, joined the company in August 1990. She graduated from Xi'an Electronic Science and Technology University with a major in science and technology. Upon graduation, she joined China Computerworld Publishing and Servicing Co., working first as an editor and joining the advertising department in 1995. Married to Xie Shicheng, the couple has a daughter Xie Xinyi, 6. In her free time, Haiying enjoys traveling and reading. "Shen has been working for many years in our department and has rich experience. She is very dedicated to her work and she has contributed greatly to *China Computerworld*," said Mr. **Zhang Runliang**, ad director for *China Computerworld*.

*IDG Chairman **Pat McGovern** escorts (from left): Ms. **Hou Meizhu**, Ms. **Shen Haiying** and Mr. **Yin Xiaojun** to lunch in Beijing in honor of their 10 years of service to China Computerworld.*

Congratulations, World Update Online winners!

The winners of the contest that ran in IDG World Update Online (www.idgworldupdate.com) the week of Jan. 8 are IDC Access Group Associate Analyst **Deborah Lee**, *Computerworld* Executive Assistant **Mary Beth Regan** and *PC World Lithuania* Editor **Marius Triukas**. Their names were picked in a random drawing of correct respondents and an IDG duffel bag is on its way to each of them.

This bag could be yours!

Have you seen the new World Update Online? Contest #2 begins Jan. 22

IDG World Update Online (www.idgworldupdate.com) has a new design and new features that include timely company announcements, employee resources (such as the IDG Directory and events listings) a Question of the Week and classified ads in the revived Marketplace section. An improved search mechanism guides users who can view *World Update* going back to August 1996.

Check out the new site and enter the quick and easy scavenger hunt in the Jan. 22 issue for your chance to win an IDG duffel bag of your own!

and finally.

IDG China offices closed for holiday

IDG China will be closed from Wednesday Jan. 24 to Tuesday Jan. 30 to observe Chinese New Year.

Mileage reimbursement increases

Effective Feb. 1, IDG is increasing the mileage reimbursement allowance for U.S. employees to 33 cents. This figure applies to driving personal vehicles for business-related travel only and does not apply to rental vehicles.

IDG WorldUpdate

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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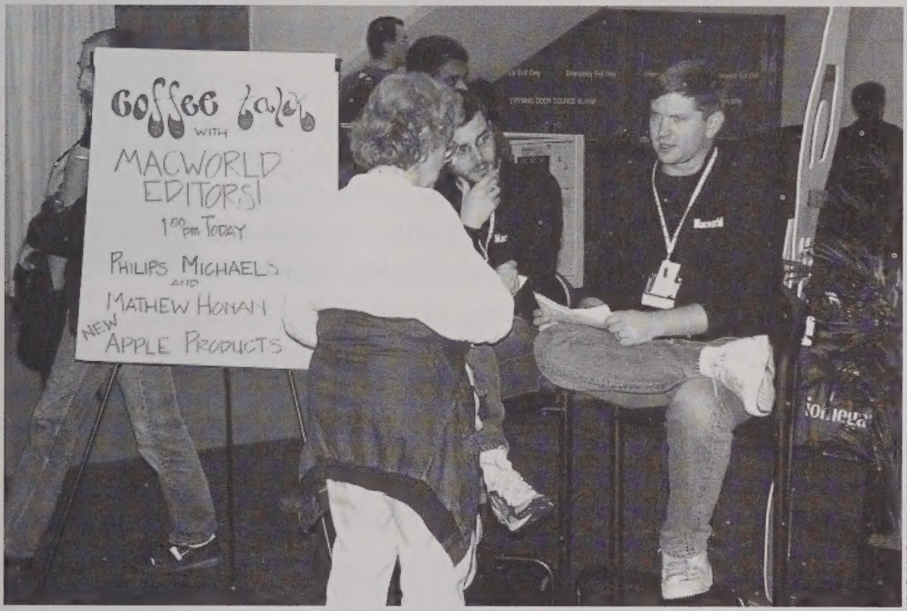
WWW.IDGWORLDUPDATE.COM

Macworld Expo sets U.S. exhibitor, attendee records

Twenty thousand copies of a special, multi-cover show issue of *Macworld* magazine were as difficult to keep on the shelves as iMacs at the 2001 Macworld Expo earlier this month. More than 93,000 showgoers descended on San Francisco's Moscone Center to see the latest wares from more than 300 Macintosh developers, making it the largest U.S. Macworld ever.



IDG WORLD UPDATE

Macworld editors ***Matthew Honan*** *(l) and* ***Philip Michaels*** *dispense advice to a Mac user at the Macworld booth.*

According to show organizer IDG World Expo, another 250,000 people on the Web tuned into the Apple's yearly live QuickTime video stream of the show's opening keynote speech by Steven Jobs, Apple Computer's chief executive officer. During the keynote, Jobs unveiled the Titanium PowerBook G4, a new Power Mac G4 line, the iTunes "jukebox" software and iDVD, a new application that lets consumers create professional-looking DVDs.

"The record crowd underscores the Mac's incredible appeal among consumers and professionals," said **Charlie Greco**, president and CEO of IDG World Expo.

Under the direction of Editor-in-Chief **Andy Gore** and Art Director **Sharon Anderson**, *Macworld*

continued on page 2

IDG outpaces European competitors in ad growth

Led by strong performances from many of its European networking and channel titles, IDG outpaced other IT media companies on the continent during the first nine months of 2000, according to recent data from AC Neilsen MMS. IDG's share of total advertising pages was 32.5%, more than 10 percentage points higher than its nearest competitor, VNU, which had a 21.8% share.

Network World product line titles in Sweden, Poland and Portugal had big gains in 2000.

IDG networking publications increased advertising pages by 22.8% compared with an overall market growth of just 6.8%. IDG publications such as Sweden's *Nettverk & Kommunikation* (up 31%), Poland's *Network World* (up 15%), and Portugal's *Network World & Telecom* (up 15%) led this double-digit growth.

Ad pages within IDG channel publications grew 8.3% during the nine-month period, led by *Dealer World* Spain, the *IT Branschen* Nordic titles (including Norway, Denmark and Sweden), *Computer Partner* Germany and *Dealer World* Portugal.

"These results reflect IDG's leadership in providing the highest quality content in print and online for the most influential buyers of technology throughout Europe," said IDG President and CEO **Kelly Conlin**. "As the only technology media company with operations in every European country, IDG offers technology marketers the most compelling solutions for reaching their customers in print, online and via events with IDG's trusted brands." WU

World Update is online!

The newly redesigned IDG World Update Online contains this week's news, searchable back issues, IDG resources, a "Question of the Week" and a do-it-yourself classified ad section. Check it out at www.idgworldupdate.com.

Macworld Expo

continued from page 1

printed three different, attention-grabbing covers of its February issue as a special show issue. All the covers played off the same theme: Customizing Your Mac. One cover had a cowboy lassoing a cowhide-printed iMac; another displayed a hippie with a flower-power iBook; and the third, which also went out to subscribers, showed a New Age man with a G4Cube painted hot orange.

Taking the theme a step further, *Macworld*'s marketing department designed an online 'One of a Kind' sweepstakes program, which included the cowhide iMac and the flower-power iBook as the grand prizes. The two computers were displayed in the *Macworld* booth, where attendees were able to register for the sweepstakes either online, with an entry form, or by mailing in an entry. The goal of the sweepstakes was to drive traffic to Macworld.com's new MacworldPriceFinder, a gateway site of Mac products, information, and buying advice. According to Macworld Marketing Services Manager **Tara Gibb**, 3,500 entries were logged at the *Macworld* booth alone.

The *Macworld* magazine booth was titled the "*Macworld* Inspiration Station." Attendees could attend panel discussions on Macintosh community issues moderated by senior *Macworld* editors. They could also get a free cup of coffee and chat with *Macworld* editors one on one. Computer stations were also available for attendees to browse Macworld.com, MacWeek.com, MacCentral.com and the MacworldPriceFinder.

Macworld editors also appeared on the expo's conference track. Andy Gore, contributing editors **Christopher Breen** and **Ted Landau**, Macworld.com Editor **Jason Snell**, Assistant Editor **Brett Larson** and Lab Director **Kristina DeNike** served on a variety of panel discussions, while **Debbie Gates**, production systems supervisor with Hungry Minds, Inc., spoke on "Becoming a Successful Mac Manager."

"The momentum from San Francisco means great things for Macworld Expo when it comes to New York this summer," World Expo's Greco said. "Among other things we expect a surge in first-time exhibitors who have seen firsthand why the show is the ultimate stage for Mac-based companies."

The next Macworld Conference and Expo will be held July 17-20 at the Jacob Javits Convention Center in New York City. For more information go to www.macworldexpo.com.

Macworld by the numbers

Established 1984

Circulation 425,000

Reach 1.6 million readers

Frequency Monthly

Number of languages in *Macworld* product line 13

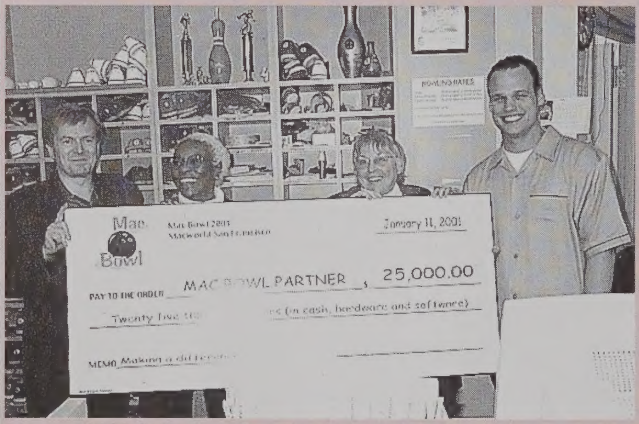
Average number of unique visitors per month to Mac Publishing's Web sites 2 million

Awards *Macworld* was named Best Consumer Magazine by the Western Publications Association, presenter of the Maggie Awards, for 1997, 1998 and 1999 and has collected two design awards from *American Illustration*.

Editor's Choice Awards honor outstanding products

On the eve of the 2001 Macworld Conference and Expo the Macintosh community gathered for the 16th annual *Macworld* Editors Choice Awards at the San Francisco Museum of Modern Art. This year's invitation-only awards program gave attendees the chance to be the first to hear of the year's most outstanding Mac products, as chosen by the magazine's editors. Thirty awards were given out in five main categories, ranging from Input Device (Kensington's TurboRing) to Game (Aspyr's "The Sims"). Napster, the controversial music file sharing program, won the Impact Award, one of five World Class Awards given by the magazine. For a complete list of the Editors Choice Awards go to http://macworld.zdnet.com/2001/01/09/eddy.html.

Macworld charity event raises funds for technology-deficient school



*Macworld CEO **Colin Crawford** (l) and Michael Rogers of Aspyr Media (r) present a check to representatives from the Starr King Elementary School.*

*(L-R): Macworld Marcomm Manager **Sharon Cordesse**, Publisher **Steve Plevin**, Business Manager **Gabrielle Lindsey** and COO **Stephen Daniels**.*

Strikes, splits, spares and the occasional gutter ball raised more than $26,000 one night during the recent Macworld Expo in San Francisco when *Macworld* magazine and co-sponsor Aspyr Media launched the inaugural Mac Bowl charity event. Even the mayor showed up to bowl a few frames.

According to **Tara Gibb**, *Macworld* marketing services manager, the goal of the event was to raise cash and computer equipment for a technologically under-funded San Francisco elementary school. For a minimum $1,500 donation in cash or equipment, companies could enter a four-person team in a night of bowling at the Yerba Buena Bowling Center, near the Moscone Center, home to the Macworld Expo. In addition to *Macworld* and Macintosh game publisher Aspyr, firms fronting teams included IDG World Expo, Apple Computer, MacSoft, NexTag, Powerlogix, Macplay, nVidia, ATI Technologies and Microsoft (whose team won the event). All donations from the event will go to the Starr King Elementary School.

San Francisco Mayor Willie Brown attended to show the city's appreciation for Macworld Expo remaining in San Francisco for so many years and to thank the vendors for their generosity.

"Twice a year the Macintosh community convenes at Macworld Expo to promote the growth and success of our marketplace," said **Steve Plevin**, *Macworld* publisher. "Our community benefits tremendously from the education segment, and now it's their turn to benefit from us."

executive Q and A

Mihaela Gorodcov
The general manager of IDG Communications Publishing Group SRL in Romania is this week's columnist. She may be reached at mihaelag@idg.ro.

IDG Communications Publishing Group at-a-glance

Established 1993

Number of employees 20 employees and 15 freelancers.

Publications *PC World Romania, ComputerWorld Romania, NetworkWorld Romania, InfoMap, Infoguide, PC World* special brochures, IDG Romania White Papers.

Events ROCS, a.k.a. Romanian Computer Show (once a year at the end of November), Covergent Networks (once a year in April, this year will be the third edition) and many other smaller events (half a day) almost once a month.

Web sites www.idg.ro
www.pcworld.ro
www.computerworld.ro
www.networkworld.ro

Most recent achievement ROCS was named the Best IT &C Event of 2000 by the Romanian Press Club.

Q **Give us a brief overview of the Romanian IT market and how your publications fit it.**

A Despite being one of the largest countries in the region (23 million inhabitants, the second largest country after Poland) with a large number of highly skilled programmers, the information technology and communications market figures in Romania are disappointing. According to IDC, in 2000, approximately 90,000 PCs (including servers) were sold, with total spending per capita of approximately $20. Locally assembled PCs and servers account for 45% of the total market. IDC predicts that the overall market will grow 12% by 2003.

The mobile telecommunications sector is very dynamic and Internet service providers are proliferating. However, during 2000, the SOHO market suffered from the difficult economic environment — including 45% inflation — and there were very few government-sponsored big projects, because it was a "triple" election year (local, parliamentary and presidential) and in emerging markets like Romania, the political environment has a great influence on the economic one. Another important characteristic of 2000 was the volatility of Romania's legal framework (laws changing very often, new taxation from month to month). Now we have a new government that is very committed to this field and has a firm strategy in place, so I expect a good year in 2001 as we are very well positioned in the market.

In addition to increasing the market share of our three major titles — *Computerworld*, *Network World* and *PC World* — our main strategy for this past year was very much focused on the small niches in order to attract as much money as possible from the market. We did a lot of ancillary products, supplements, white papers and small events, and we have been very focused on our Internet activity. We now have four sites, a daily news service (sponsored by several large Romanian IT companies) and partnerships with the business community sites (local Romanian sites set up for the expatriate business communities of the U.K., U.S., Canada and soon France and Austria). We are the exclusive providers of English-language IT news for these sites, which gives us a great deal of visibility for a very small financial investment. By being flexible and transforming ourselves from strictly a publishing company into a services company, we have been able to hold onto our No. 1 position in the market despite competition from such publications as *CHIP* and *PC Magazine* as well as a very strong financial and business press, which compete with the IT press for advertising dollars.

Q **Can you give us a brief history of IDG Communications Romania?**

A I started this company in March 1993, almost eight years ago. The company's story began in August 1990 when [IDG Chairman] **Pat McGovern** and his wife Lore Harp McGovern traveled to Bucharest to identify potential partners for IDG. I was a journalist at *Science and Technology* magazine and had started an IT publication named *INFOCLUB*, which became, after Pat's visit, an IDG licensee. I started this company as a joint venture with an American businessman, my only "capital" being the good relations I had in the IT market in Romania. I produced the first issue of *PC World Romania* in my apartment, and I wrote all the articles but signed my friends' names in order to make it look like there was a big staff. I created the cover as well (with scissors!) and I sold five advertising pages so I had money to pay for printing. The publication began to take off, and I hired two people in the first month. In October 1993, *Computerworld Romania* launched, and in May the following year, we launched *Telecom Romania* (now *Network World Romania)*. In March 1997, my former partner wanted to leave Romania, so IDG took over his shares. Now we are an IDG business unit.

Q **There has been much written in the last year about the problem of "brain drain" in your country. Does this remain a problem in the IT community, and how is it being addressed?**

A The brain drain is one of the most difficult issues we are facing. There are two major reasons for our severe shortage of IT people. One is economic — everyone wants to live better and to earn more money, and we lose many skilled workers to the U.S., Germany and Canada among others. The other is the lack of government legislation that will provide an environment in which the IT market can grow and thrive. Hopefully things are about to change. I am involved in this process because I have been appointed advisor of the new Parliamentary Commission for IT&C [Information Technology and Communications] with the specific aim to create a package of laws that will spur growth in the IT field. Four pieces of legislation are almost ready: the Technological Parks, the Electronic Signature, the Antifraud law and the Protection of Personal Data law. We hope to give a push to the private business sector so it will grow and be able to offer fiscal incentives that will attract our young generation. I do not believe in miracles, but I hope that we shall see good results starting with the second part of the year.

Around the world with IDG

OSLO — IDG Norway recently bought the subscription file and name of competitor *Datatid Norge* and plans to merge the circulation with its monthly *Network World* product line title, *Nettverk & Kommunikasjon*.

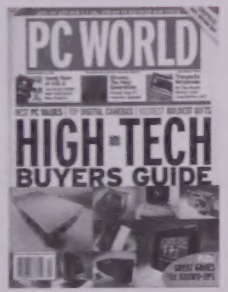
The purchase marked the end of a long rivalry between IDG Norway and *Datatid*. Back in 1983 IDG Chairman **Pat McGovern** explored the possibility of *Datatid*, which was Norway's largest computer magazine at the time, relaunching itself as *Computerworld Norge*. But the negotations failed, and McGovern decided to launch *Computerworld Norge* independently. Over the years IDG Norway steadily weakened its rival, as *Datatid's* circulation went from 40,000 to 6,000 and its frequently fell from bi-weekly to monthly. *Datatid* had also been a major book publisher but left that business on the heels of IDG Norway Books' success.

IDG Norway's goal is to make *Nettver*[illegible] *Kommunikasjon* more profitable by expanding its paid subscriber base. Before the acquisition, *N&K* had a controlled circulation of 20,000. There are relatively few advertisers in Norway's small IT market, making reader revenue an integral part of a healthy publication.

For more information contact IDG Magazines Norway Publisher **Arne Uppheim** at arne@idg.no.

FRAMINGHAM — IDG World Expo announced this month that Tom Brokaw, anchor and managing editor of NBC-TV's nightly news broadcast, will deliver the keynote speech at the COMNET Conference and Expo in Washington, D.C., on Jan. 30. Brokaw will discuss the events shaping the telecommunications and networking industries.

For more details on COMNET go to www.comnetexpo.com.



SAN FRANCISCO — For an unprecedented seventh straight time, PC World dominated all measured technology publications in total reach to senior executives in the 2000-2001 Purchase Influence in American Business (PIAB) Study. Released earlier this month by research firm Erdos & Morgan, the biannual study is valued in the advertising industry for measuring senior managers' media preferences, as well as their buying authority for more than 45 business-related products and services.

The results show that *PC World* reaches the most senior executives of any measured technology publication — and over 10% more than its nearest competitor, *PC Magazine*. Moreover, *PC World* delivered the most senior executives who are personally involved in computer- and Internet-related purchases for their companies.

In addition to reaching the most top-tier business decision-makers, *PC World* continues to attract the greatest number of individuals who work in Fortune 500 companies. *PC World* is also the technology publication of choice for executives at corporations that generate revenues of more than $100 million-increasing its influence to this segment by 20% since the previous study.

For more information contact *PC World* Public Relations Manager **Amy Dalton** at amy_dalton@pcworld.com.

MIAMI — IDC Latin America reports that a booming cellular market in Latin America is expected to fuel the development of mobile data, driving the market value of this segment to US$4.2 billion by 2004. According to IDC's recently released study, *Data on the Go: The Mobile Data Market in Latin America, Forecast and Market Analysis 2000–2004*, the number of cellular subscribers in the region will grow to 143 million while the number of mobile data subscribers is expected to jump to over 71 million users by 2004.

For more details go to www.idc.com/idcla/hot_new_research/hnr_wap_2001.htm.

RANDBURG, SOUTH AFRICA — *Network World South Africa* rang in the New Year with a new size – A4 instead of tabloid – and a redesign that features high-impact graphics and headlines and heavier paper that's matte rather than glossy. The changes resulted from a reader survey that showed more than half of the respondents would rather have the A4 size, which is the preferred choice in South Africa for monthly publications in general.

Launched in July 1993, *Netw*[illegible]*orld S*[illegible]*frica* is the market leader; *Network Times*[illegible] a mo[illegible] A4 title, is in second place. In addition to *Network World*, TML Business Publishing also produces *Computing SA* and *The Channel* in conjunction with IDG.

For more information contact Managing Editor **Jocelyne Bayer** at jocelyneb@tmltrade.co.za.

TOKYO — IDG Japan's third annual Internet World Japan drew a record-breaking 55,000 IT managers, sales and marketing executives, investors and journalists to see the wares of more than 100 exhibitors, including industry giants such as NTT, Hitachi and Intel.

Held late last year in conjunction with the ASP/IDC World (application service provider/Internet data center) seminars, the conference portion of Internet World Japan included 117 sessions covering such topics as XML, broadband, business-to-business e-commerce sites, content management, customer relationship management, the e-marketplace, and network security.

IDG Japan promoted the show heavily throughout Asia with a series of ads in the Asian editions of *Asiaweek*, *Time* and *Fortune*. The three magazines were also media partners for the show, as were CNN.com and Internet.com, which provided ad space on their Web sites and print publications.

Internet World was organized with the help of IDG Japan business partner Penton Media, Inc., who played a critical role in international sales promotion, public relations and acquiring international exhibitors and speakers.

For more information contact IDG Japan Event Promotion and Press Relations Manager **Kimiko Niwa** at kniwa@idg.co.jp.

MILAN — IDG Italy is devoting the proceeds from the sale of its high-concept 2001 calendar to Emergency, an Italian humanitarian association devoted to helping civilians hurt by war, especially landmine victims. The three-foot tall, six-inch wide calendar is being promoted and sold through the end of this month on IDG Italy's Web site (www.idgworld.it) and advertised in the company's publications. Both the IDG and Emergency logos are prominent throughout the calendar.

IDG Italy printed 2,500 calendars, of which 1,500 were distributed as client gifts. This is the first time the company has done this type of project for a charity; periodically IDG Italy has donated ad space to nonprofit organizations, and it contributes to UNICEF at Christmas. This year IDG Italy Managing Director **Mario Toffoletti**, who is personally acquainted with members of Emergency, wanted to lend visibility to their cause, and IDG Italy will be making its own donation to Emergency as well. Several Italian daily papers and radio stations have also run stories about the project.

IDG Italy plans to produce the calendar again next year. For more information about Emergency go to www.emergency.it (an English-language portion of the site is available).

MILAN — In honor of its 100th issue, the January edition of *Macworld Italia* contained extra pages packed with articles celebrating the milestone: 100 best shareware products, 100 essential Web sites for Mac users, 100 Mac FAQs and answers and more, including a detailed Mac OS X Survival Guide with tutorials on publishing, Web graphics and audio-video editing. The 30,000-copy print run was the publication's highest ever.

To celebrate the 100th issue, the sales staff prepared a special media kit to be used for one-on-one visits with major customers, during which time they will also present the Macworld Italia Awards 2000 to the winning clients.

Week of January 29, 2001

Field Marketing Executive (CW)

Computerworld is seeking a high energy, results driven, experienced sales professional for a Field Marketing Executive position in the Southeast sales territories. Based in our Framingham office, the Field Marketing Executive will own mid-level accounts and new prospects. He/she will work with the Account Directors in the territory, but is also expected to independently seek out and grow new clients in a designated geographic territory. There is a heavy emphasis on print advertising yet this position requires the selling of the complete Computerworld product line (print, online, custom publishing, events, book deal, etc.) to clients and their advertising agencies. The person in this position will also participate on the Field Marketing team which develops powerful sales tools for the entire national sales team. A minimum of 3 years experience in a customer-focused, advertising sales environment and a Bachelor's degree or equivalent work experience are required. Knowledge of, and genuine interest in, technology, Internet Commerce and Telecommunications is also desired. Contacts in the computer industry are a plus. Success candidates will have excellent communication skills, superior organizational skills, strong self-motivation, effective closing techniques and a willingness to collaborate and problem-solve on teams. Travel is required. *Location: Framingham MA*
Contact: J. Snow, Email: jennifer_snow@idg.com

Online Sales Director (CXO)

CXO Media is looking for a highly motivated Online Sales Director in San Francisco, reporting directly to the VP, Director of Online Sales. The position requires 2-3 years of online advertising sales experience and 7-10 years of technology-related experience. The Online Sales Director will be responsible for managing their own territory and client base and will be involved in all phases of the sales process (including prospecting). This position works closely with other IDG online sales representatives to build and maintain strong client relationships. This individual will develop, construct and deliver comprehensive online advertising proposals for prospective clients for both CIO.com and Darwinmag.com. Prior online sales experience a must.
Location: San Francisco CA
Contact: B. Senges, Email: beth_senges@idg.com

Administrative Assistant (GMG)

GamePro (IDG Games Media Group) has an exciting opportunity for an Administrative Assistant supporting the Office of the President/CEO. Responsibilities include general administrative support including managing the department budget, coordinating travel and expense reports, handling incoming and outgoing calls, event planning, maintaining a monthly communications report, filing as well as other special projects. This position includes frequent interaction with all members within the company as well as customers, vendors and other business relations. Ideal candidate will have excellent communication skills, strong attention to detail, ability to multi-task in a fast paced environment and effective PC skills (MS Word, Excel, PowerPoint) and knowledge of Lotus Notes preferred. This position reports directly to the Chief of Staff and requires a high degree of professionalism and a minimum of 3 - 5 years of administration experience. This is an extremely busy, visible position with room for growth. (Office is relocating to Oakland, CA in January 2002.)
Location: San Francisco CA
Contact: K. Shackelford, Email: kshackelford@gamepro.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Administrative Assistant (IGS)

IDG Global Solutions seeks an Administrative Assistant for general administrative work, such as answering phone, faxing, and filing. Provide advertising sales support to include working with sales order system and coordination of advertising material and publications with our clients and international offices. Some events, conference planning, and coordination will also be needed. The environment is fast-paced and requires superb attention to detail, strong organizational skills, excellent phone skills and a "can-do" client-service attitude. Candidates should have exceptional written and verbal communication skills, with a demonstrated ability to work as a team. Proficiency in Lotus Notes, MS Excel and MS Word required. Fluency in a second language a definite plus. *Location: Miami FL*
Contact: M. Becquer, Email: martha_becquer@idg.com

Account Executive (LST)

IDG List Services is seeking an inside sales professional with a senior level of customer service. The Account Executive will act as the liaison between all clients and list rental customers. Candidates must be detail-oriented with strong writing, computer and organizational skills with an excellent phone manner. A college education preferred, 3+ years sales experience in high tech preferred. Knowledge of list rentals or direct marketing is a plus. Location: Framingham MA
Contact: C. Cotter, Email: cydney_cotter@idg.com

Graphics Editor (NEW)

The graphics editor is responsible for overseeing the art and graphics component of IDG's worldwide electronic news service, including managing our image archive, locating art and graphics to accompany stories, developing infographics, and designing simple but eye-catching graphics to spotlight special coverage on our website. The successful candidate will have experience using Adobe Illustrator and Photoshop; will have demonstrated that he/she is resourceful and creative; and have good communication skills, both written and verbal, needed for liasing with our corps of journalists all around the world and with art department colleagues at IDG publications. Welcome experience would include work on a technology-related publication developing graphic ideas. *Location: Boston MA*
Contact: J. Carty, Email: jennifer_carty@idg.com

Ad Traffic Coordinator (PCW)

PC World Communications is seeking someone looking to break into the production end of the print publication process. As Ad Traffic Coordinator, you will check advertising materials into the corporate revenue database system; create an ad log & check incoming ad material against it; contact advertisers and sales reps on overdue and missing advertising materials; communicate with sales staff and ad clients regarding discrepancies between insertion orders or verbals and ad materials; and prepare and check dummy books for accuracy. The successful candidate will demonstrate the ability to consistently work well with other departmental staff and advertisers in a positive, organized and knowledgeable manner. Requirements include experience with Mac and PC operating platforms, as well as experience in Excel and Word. This department is a close-knit team and requires someone who will work well with others and contribute to the overall good feelings in the workplace. Stellar customer service and organizational skills and good time management and communication skills are a must. And if you've got some print production and project management background, all the better. *Location: San Francisco CA*
Contact: N. Jonathans, Email: nancy_jonathans@pcworld.com

Senior Editor, Networking (ITW)

ITworld.com is looking for a senior editor to oversee editorial coverage for the networking, security and other sections of the site. Strong editing and Web packaging skills required. Five+ years experience in high-tech media is required; Web experience is a plus. Using your knowledge of the industry, you will be identify areas of coverage, create content, grow traffic, assign stories to freelancers or staff and edit them for content and production. You will also manage Web site pages, work with other editors to grow user participation, and contribute to developing overall site direction and strategy. *Location: Southboro MA*
Contact: J. Snow, Email: jennifer_snow@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

District Sales Manager (ITW)

ITworld.com provides IT professionals with a wide array of informative content and business services necessary to stay competitive in today's market -- engaging broadband content, eNewsletters, expert advice, IT auctions, a white paper database, product information and reviews, an RFP center, career advice and employment listings, and a training center. At the core of the ITworld.com Network lies relevant articles and research from the IDG family of trusted brands, including CIO, Computerworld, InfoWorld, JavaWorld, LinuxWorld, Network World, and SunWorld, as well as original editorial content from a wealth of editors with extensive industry experience. For more information, please see ITworld.com. The District Sales Manager will be primarily responsible for managing (and growing) a base of clients and agencies in the NY Metro and Southeast Territory currently advertising on the ITworld.com's extensive suite of online properties including web sites, e-mail newsletters, and Interactive Broadband Multimedia Content Delivery (Webcasting). In addition, the successful candidate will PROSPECT and identify new accounts, secure and pursue high-level appointments, prepare expert proposals, and close significant new business to secure aggressive revenue goals. ***Job Responsibilities**: 1. Manage existing account base. 2. Prospect for New Clients. 3. Write and present Proposals resulting in incremental revenues and profits. 4. Work with IDG's Global Communications group to develop integrated proposals for collective major accounts. 5. Provide weekly status reports and daily call reports. ***Special Skills and Requirements**: 1. At least 3+ years of Direct Sales 2. Successful Territory Management is required 3. Internet Sales Experience helpful 4. IT industry knowledge helpful.
Location: Southboro MA
Contact: J. Snow, Email: jennifer_snow@idg.com

Event Operations Coordinator (WEC)

IDG World Expo Company is seeking an Event Operations Coordinator to support the Operations Manager on all operational and logistical aspects for industry tradeshows. Responsibilities include exhibitor services, in-hall logistics, such as placing orders for telecommunications, security, room layouts, catering, and signage, as well as on-site registration operations. Two to four years related experience, industry knowledge, and excellent communication skills required. The position requires a high energy, team oriented individual who has solid organizational and PC skills (MS Word and Excel), and can operate effectively in a growth-oriented environment. Travel Required. *Location: Framingham MA*
Contact: C. Cotter, Email: cydney_cotter@idg.com

Director of Marketing (WEC)

IDG World Expo is looking for an experienced, senior marketing professional to expand the promotional efforts and activities around five existing event brands, new launches and on-line attendee services. Director of Marketing will be responsible for providing leadership and strategic planning, as well as developing relationships and channel programs with external organizations and partners. The Director of Marketing will also be responsible for managing and directing a staff of 12, a multimillion dollar marketing and communications budget, and all facets of the marketing mix. Candidate must have 7 - 10 years marketing experience with some senior level management exposure. Ideal candidates will possess experience in marketing multiple product lines and implementing cross-brand initiatives. Knowledge of IT markets and technology trends recommended. *Location: Framingham MA*
Contact: C. Cotter, Email: cydney_cotter@idg.com

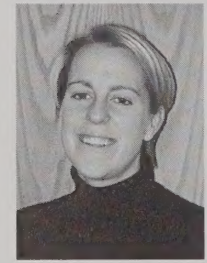
Go to http://careers.idg.com to view all current job opportunities at IDG

noteworthy people

Henion

Jablonski

Brown


McMahon

Sloane

Linderholm

IDG WORLD UPDATE PHOTOS

New employees

IDG Communications in San Francisco has hired **John Henion** as an advertising analysis/reporting coordinator. He was previously an assistant relocation specialist with Allied Van Lines. He graduated from the University of Vermont with a B.A. in anthropology and archaeology. John enjoys basketball, running and snowboarding.

Christopher Jablonski joins IDG Communications' San Francisco office as a research analyst. As research analyst/business development manager, he recently worked 12-hour days for six months to help launch the Web site of Decidia Decision Systems. A graduate of the University of Illinois/Urbana-Champaign with a B.S. in business administration, he enjoys mountain biking, electronic music composition and art.

Also in San Francisco, IDG Communications has hired **Karen Lucero** as vice president, business development. She was previously an account director with Doubleclick and graduated from Tulane University in New Orleans with a B.A. in political science. When not spending time with her two young sons, she enjoys cooking and exercise

IDC Framingham has hired **Reagen Brown** as an associate marketing specialist. She was previously an account executive with the Donovan Group, managing integrated marketing plans for high-tech and consumer clients. She graduated from Anderson University in Anderson, Ind., with a B.A. in mass communications.

Julie McMahon joins IDC in Framingham as an associate marketing specialist. She previously worked for W.A. Wilde, a direct-media marketing firm. She holds a B.S. in marketing from Babson College in Wellesley, Mass., and likes to keep active through sports and spending time with friends.

IDC in Framingham has hired **Chen-Lin Hu** as an industry analyst in its Services group. He was previously director of the Tokyo office of NACO International Ltd. He holds an M.B.A. from Boston University's Graduate School of Management and enjoys golf.

Ken Wilson has joined IDC's Austin, Texas, office as senior account executive for the Global Enterprise Advisory Division. He recently held the same title at Netpliance. Ken earned a B.A. in graphic design from St. Xavier College in Chicago. He and his wife are expecting their first child in May.

IDC West in Mountain View, Calif., has hired **Gen Llamas** as a Japanese telecom research analyst. Although she just finished graduate school, receiving an M.A. in international relations and Pacific Rim studies from the University of California/San Diego, she has also worked at Compasspoint Consulting Services. A first-degree black belt in karate, she also teaches children's classes in the sport.

CXO Media has hired **Penny Sloane** as senior copy editor. She was previously with McGraw-Hill Companies as a copy editor of Standard & Poors' DRI Web site and has also worked for Random House and Scholastic. She holds a B.A. in publishing and literature studies from Hofstra University in Hempstead, N.Y., and enjoys yoga, scrapbooking and photography.

Lee Robbins joins ITworld.com in Southboro, Mass., as a desktop administrator, coming from a PC support role at his previous job with Bay State Gas. He holds an MSCE in Administration from Clark University's Computer Career Institute in Worcester, Mass., and works on home improvements in his spare time.

Previously a technical editor with the Object Management Group, **Michelle Heaton** is now a content import Web producer with ITworld.com. She holds an associate's degree in science from Lasell College in Newton, Mass., an associate's in art from Mount Ida College in Newton Centre, Mass., and recently earned a certificate in Web design from Boston University. Away from her desk she enjoys nature photography.

InfoWorld has hired **Vince Constabileo** as an online content specialist. He was previously senior content strategist with Web services agency marchFIRST. He earned a B.A. in English from Illinois State University and an M.A. in literature, specializing in Henry James, from San Francisco State University. An avid reader of Victorian literature and literary criticism, he also recently taught "Writing for the Web" at the College of San Mateo (Calif.).

Tim Downs has signed on as *InfoWorld*'s creative director. He was most recently the art director at *Smart Business* magazine. Tim studied biology and art at San Jose (Calif.) State University.

Paul Rincon comes to the U.K.'s *PC Advisor* as reviews assistant and online writer from his role as news reporter at EMAP. He holds a post-graduate diploma in journalism from City University (London) and enjoys computing, cinema and football.

Returning employees

Owen Linderholm, last with IDG as editor-in-chief of the *PC World* CD-ROM Edition, has returned to the IDG fold as features editor for *InfoWorld*. In the interim he worked as senior technical editor at *Windows* magazine and, more recently, as director for content for Internet startup Katmango, an application services provider. He holds a B.S. in mathematics and computer science from England's Bristol University, and enjoys soccer, cooking and spending time with his family.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25
Rainer Oberländer *IDG Germany*

20
Karen Weston *IDC*

18
Beverly Wolff *Computerworld*
Andreas Förth *IDG Germany*

17
Paula Foss *Computerworld*

16
Michael McShane *InfoWorld*

15
Lorraine Witzell *Computerworld*

14
Paul Mercer *Network World*
MaryAnne Sinville *IDC*

13
Alexandre Campos de Barros *IDG Brazil*
Ushi Weiss *IDG Austria*
Christina Guio *InfoWorld*
Bruce Stephen *IDC*
Gregg Pinksy *Computerworld*

12
Donna Kirkey *Network World*
Graham Penn *IDC Australia*

11
Seanna Maguire *Computerworld*
Benjamin Barbante *InfoWorld*
Györgyi Birkus *IDG Hungary*

10
Marc Calvanico *InfoWorld*

9
László Horváth *IDG Hungary*

8
John Brillon *Computerworld*
Snezana Dejanovic *IDG Germany*
Kriemhilde Klippstätter *IDG Germany*
Shoko Furukawa *IDC Japan*

7
Maria Freiria *IDC Benelux*
Gary Ingram *IDC*
Joseph Mola *Computerworld*
Dagmar de Aquino *IDG Germany*
Daniela Radzio *IDG Germany*

6
David Waugh *Computerworld*
Christina Auer *IDG Germany*
Rupprecht Purkhold *IDG Germany*
Piyush Singh *IDC Singapore*
Nivaldo Deliberalli *IDG Brazil*
Paul Krill *InfoWorld*
Sandra Rogers *IDC*

5
Dawn Scalise *IDC*
Melissa McCleary *Computerworld*
Claudioa Cavalleri *IDG Italy*
Silvia Santi *IDG Italy*
Kyoko Ikeda *IDG Japan*
Oscar Garcia *IDG Spain*

4
Ron Scharis *IDC Benelux*
Roger Kay *IDC*
Sharon Machlis Gartenberg *Computerworld*
Richard Broughton *Computerworld*
Rafal Dudkin *IDG Germany*
Dan McLean *Laurentian Technomedia*

3
Karima Zannotti *Network World*
Kathryn Zinn *Network World*
Kelly Clarke *IDC*
Elisa Van Dam *IDC*
Matthew Duffy *Computerworld*
Blayne Long *Computerworld*
Eva Birgitte Bisgaard *IDG Denmark*
Thomas Højrup Petersen *IDG Denmark*
Cornelia Hefer *IDG Germany*
Gabriele Nehls *IDG Germany*
Christian Möller *IDG Germany*
Richard Jacobson *IDC Singapore*
Stephen Pearson *InfoWorld*
Zoltán Kelemen *IDG Hungary*
György Krizsán *IDG Hungary*

2
Annelinda Koldewe *IDC Benelux*
Thomas Brok *IDG Denmark*
Sasse Roope *IDG Denmark*
Henrik Bendix Pedersen *IDG Denmark*
Dennis Noatzsch *IDG Germany*
Steffen Berchtold *IDG Germany*
Satoshi Kumagai *IDG Japan*
Bruno Rossi *IDC Brazil*
Samantha French *Macworld U.K.*
August Schrichte *InfoWorld*
Szabolcs Jakab *IDG Hungary*
Attila Martonffy *IDG Hungary*
John Gordon *IDC*

1
Lauren Thompson-Moore *IDG Australia*
Christopher Kallin *Computerworld*
Michael Meleedy *Computerworld*
Camilla Dissing *Computerworld*
Christian Schack *IDG Denmark*
Kim Ingemann *IDG Denmark*
Heidi Eck *IDG Denmark*
Lars Kuhlmann *IDG Denmark*
Karina Saarup *IDG Denmark*
Stephanie Leitner *IDG Germany*
Leong Hui Lyn *IDC Singapore*
Mike Cranna *IDC New Zealand*
Lee Huei-Min *IDC Malaysia*
Asami Ishii *IDG Japan*
Maria Cimino *IDG Argentina*
Marqsandra Ramos *IDG Brazil*
Carlton Vogt *InfoWorld*
Kenneth Habeeb *InfoWorld*
Annmaire Maggi *InfoWorld*
Christopher Henry *InfoWorld*
Lisa Ott *InfoWorld*
Majie Shafae *InfoWorld*
P.J. Connolly *InfoWorld*
Vickie Miyaoka *InfoWorld*
Richard Sims *InfoWorld*
Sharon Patrick *InfoWorld*
Christi Melendez *InfoWorld*
Jean Woodcome *IDC*
Torr Lewis *IDC*
Noreen Murphy *IDC*
Mary Davis *IDC*
Jill Toole *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

IDG European Online Meeting
Feb. 5-7
Malta
Contact: **Lisa van der Kamp**
lisa_van_der_kamp@idg.com
www.supportcenter.com

DEMO 2001
Feb. 11-13
Phoenix
www.idgexecforums.com/demo/index.html

IDC's European eServices Forum 2001
Feb. 19-20
London
http://emea.idc.com/forum/eservices01/

IDC's Asia/Pacific IT Forum 2001
Feb. 20-21
Singapore
www.idc.com.sg/Apit2001/default.htm

IDC's European Telecom Forum
Feb. 26-27
Rome
http://emea.idc.com/forum/telecoms01/default.htm

See IDG World Update Online (www.idgworldupdate.com) for more events listings. Send updates to world_update@idg.com.

celebrating 10!

Name
Christina Corbett

Home
San Jose, Calif.

Joined InfoWorld
March 1990 as Advertising/Production Coordinator.

Current title
Display Ad Coordination Manager.

Most challenging part of your job
Keeping 23 sales reps and their advertisers happy with their placement in *InfoWorld*.

Memorable moment at work?
Peter Holm (our production director at the time) and I convinced Michael McShane, director of distribution, that an advertiser wanted to bind in a real dollar bill. Boy did he get his revenge! Once he realized it was a hoax, he got us back by getting someone to pose on the phone as a representative from the Post Office, claiming we were about to lose our right to mail as a periodical and become a third-class piece. We thought we were in big trouble!

What's kept you at IDG for 10 years?
The relationships I've formed over the years.

Best way someone could compliment you on your work
Just by recognizing all that is involved in order for us to put the issue together each week.

Interests outside the office
Reading, walking and spending time with my family.

Family
My husband Robert and I have a son Ryan, 6, and a daughter Laura, 4.

Most rewarding thing you've ever done
Become a mother!

Dream destination
I hope to someday travel to France and visit the New England states in the fall.

Fantasy job
Acting in a sitcom, or having a morning radio show with Andre'.

What is the last good deed you did?
Served lunch to the homeless at Glide Memorial Church in San Francisco.

As a kid, what did you want to be when you grew up?
Not necessarily in this order...oceanographer, dental hygienist, lawyer, psychologist and copywriter.

First job
Receptionist at a small ad agency.

*IDG Chairman **Pat McGovern** escorts InfoWorld's **Christina Corbett** to dinner in honor of her 10 years of service to the company.*

One possession you'd grab if your house were on fire?
As many pictures as I could get my hands on!

Manager's profile
"Ad Coordination sits at the center of a weekly storm of ads. And at the center of Ad Coordination, sits Christina Corbett, managing the process with skill, finesse and good humor. Her successful management of the weekly deluge is due, in large part, to the exceptional team that she has assembled around her. Keeping our most demanding advertisers happy is no small task. However, Christina and her department make it look easy. Thanks to them, the term 'make good' has virtually passed from our vocabulary. InfoWorld is fortunate to have Christina at the Ad Coordination helm and I feel fortunate to work with her."

— Marc Calvanico, associate publisher,
InfoWorld Media Group

COMMITTED® by Michael Fry

SCRATCHTHATSPOTJUSTABOVEMYTAIL.COM
AHHH!
Youredoingthebestyoucan.com
HONEY! WHICH ONE IS THE CLEAN PILE OF LAUNDRY?!
MOM!! WE'RE OUT OF FOOD AGAIN!
RELAX. YOU'RE DOING FINE...
REALLY?
8/15
MICHAEL FRY
©2000 United Feature Syndicate, Inc
www.comics.com
E-Mail: fry1@flash.net

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New phones at IDG Executive Forums

IDG Executive Forums in San Mateo, Calif., has new general and direct-dial phone numbers:

Tel: +650-577-7801
Fax: +650-577-7840

IEF President **Lia Lorenzano-Kennett** may be reached at +650-577-7803.

PLEASE NOTE: The online IDG Directory contains worldwide business unit listings, employee contact information and product details. View it at www.idgdirectory.com or via Lotus Notes.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

IDG World Update

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WWW.IDGWORLDUPDATE.COM

Asia/Pacific Online Meeting set for March in Beijing

The next Asia Pacific Online Meeting, will be held at the Shangri-La Hotel in Beijing March 6-8. The preliminary agenda for the meeting is posted on the Global Web Support Center site (www.supportcenter.com).

IDG employees involved in the technical, sales or editorial aspects of online publishing will learn the latest on what their colleagues are doing in those areas as well as hear presentations from DoubleClick representatives and a keynote address from Bruce Dover, managing editor, CNN Interactive Asia.

Registration for the meeting will start at the beginning of February. Registration forms will be e-mailed to business units in the Asia Pacific region and will be available for download from the GWSC site as well.

For more information contact **Mark Evans**, director, Asia Pacific Global Web Support Center, at mark_evans@idg.co.nz.

Upcoming ASP World events

March 21-23
Taipei
www.idgexpoasia.com

April 24-27
Washington, D.C.
www.aspworldexpo.com

IDC's newsletters, licensed products show growth

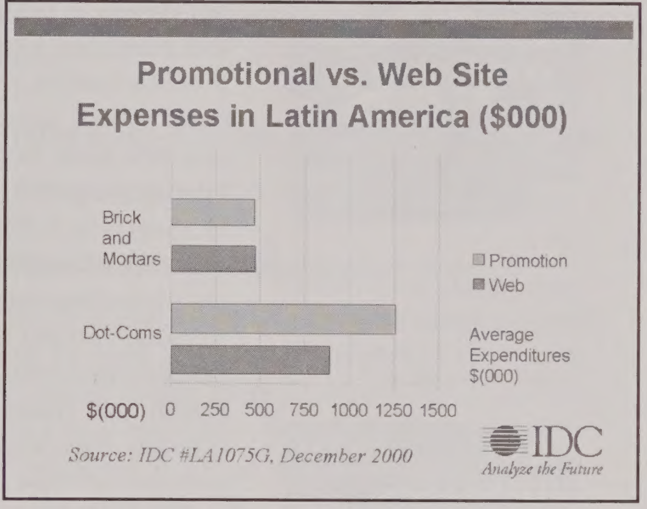
IDC's Portal Products Group is on a mission: to be the premier source for licensed Web content on IT-related topics. The group is expanding its portfolio by not only launching its fourth free online newsletter, *Mobile Trends*, but also introducing three categories of licensed products for use by corporate Web sites.

The launch of the *Mobile Trends* e-newsletter this month will be the fourth offering in IDC's growing stable of free, weekly online newsletters.

The existing three newsletters, developed by the IDC Portal Products group, recently topped 115,000 subscribers in more than 90 countries. The group began publishing in September 1999 and currently has a staff of four.

Positioned as brief, executive reads of no more than 500 words containing IDC analysis plus a graph or two, the lineup includes the following:

- *The IT Forecaster*, written by Editor **Geoff Dutton**, is the reincarnation of *The Gray Sheet*, the first IDC newsletter begun by IDG Chairman **Pat McGovern** in 1964. *IT Forecaster* profiles IT industry events and trends.



Source: IDC #LA1075G, December 2000

Charts such as this one in a recent e-Business newsletter accompany the IDC Portal Products' e-newsletters.

continued page 5

ASPWorld debuts in Asia with well-attended event

IDG World Expo's ASPWorld Conference and Expo made its debut in Asia last month, drawing 43 exhibitors and 5,532 attendees to Hong Kong. For three days IT professionals, business managers and entrepreneurs met with application service providers (ASP) to explore a range of outsourcing applications and IT services.

By working with ASPs, companies are better able to focus attention on their core business and rely on the ASPs to keep them up-to-date with rapidly changing IT technologies.

The interactive conference sessions included eight keynotes, 27 general sessions and an ASP workshop.

ASPWorld had 24 corporate sponsors, including *Computerworld Hong Kong*, and the support of more than 14 organizations including the Hong Kong Computer Society, the ASP Industry Consortium Japan and the Hong Kong Information Technology Federation.

Caron Harrison, senior analyst for IDC Singapore, served on the five-member advisory committee.

Nelson Ying, CTO of GlobalNet hkg.com, was one of ASPWorld's featured speakers.

Event highlights are archived at the official Web site, www.aspworldhk.com.

For more information about the event contact **Valerie So**, general manager of IDG World Expo/Asia's Hong Kong and Taiwan offices (valerie_so@idg.com.hk) or Marketing Manager **Jenny Wong** (jenny_wong@idg.com.hk).

IDG NZ's successful start-up thwarts rival's attempt to force major changes

What's in a name?

net.
MAGAZINE
FREE CD
Christmas shopping online
How it works, step by step
Your privacy & security questions answered
WIN!

Before....

IDG New Zealand' s newest publication is back on press following a small amendment to its name forced by a nervous competitor.

internet
magazine
nz
Stealth surfing
Tips, tricks & slick little products to help you browse and email incognito
FREE

...and after

A court ruling has the staff of IDG New Zealand's newest publication back to work after a temporary injunction threatened to halt production or force radical changes in the format and content of start-up *Net Magazine*.

Launched in December to meet the needs of the fast-growing population of prospective, new and advancing Internet users in the local market, *Net Magazine* faced serious competition from only one other locally produced Internet magazine, an A5-size (8.25-inch by 5.875-inch) publication called *NetGuide*, which relied on a low-cover-price/high-volume formula. Virtually all of the other 30-plus consumer Internet titles sold in New Zealand are produced overseas, have a larger A4 trim and contain "Net" or "Internet" in the title, according to IDG New Zealand Managing Director Martin Taylor.

The Internet Magazine team is back in business after adding a few letters to its name. Clockwise from lower left: ***Helen Guzzwell*** *(marketing),* ***Inga Stunzner*** *(copy sub),* ***Malcolm Burgess*** *(journalist),* ***Ben Gibb*** *(sales manager),* ***Chris Keall*** *(editor),* ***Fiona Mayo*** *(assistant editor) and* ***Natalie Winter*** *(designer).*

Determined to tackle *NetGuide* head on, the staff at IDG decided to adopt the same A5 trim size as it clearly worked in that market segment and was much cheaper to produce than A4, and would, therefore, allow the company to compete on advertising and newsstand pricing. *Net Magazine* received strong reader and advertiser support right from the start, said Taylor, noting that the debut issue elicited "scores of e-mails from readers all around the country who love the magazine and appreciate what we're doing."

Not jumping on the bandwagon of supporters, however, was the publisher of *NetGuide*, which sent a letter to Taylor stating that it would take action against IDG under consumer and trade laws if IDG did not agree to withdraw or substantially modify *Net Magazine*.

NetGuide proceeded to actively solicit e-mails on its Web site and via its mailing list from people claiming to be confused into buying the wrong magazine. Taylor said the company's legal advisors assured them that the threat was most likely posturing and could not succeed. "That was my opinion, too," noted Martin.

And so it was with no small amount of surprise that the staff at IDG New Zealand received an order on Dec. 20 restraining them from putting out the February issue until an interim injunction, filed by *NetGuide* the week before, could be heard.

Under the interim injunction, IDG New Zealand faced three options: 1) change the size of the magazine to avoid an A5 or similar size, 2) change the name from "*Net Magazine*" to "*Internet Magazine*" or 3) print a prominent disclaimer on the cover stating that the magazine is not *NetGuide*.

"Needless to say, we're planning to comply with the second option, Taylor said. "Although we strongly believe the names "*Net*" and "*NetGuide*" are distinct and different, we're happy to comply in the meantime pending further consideration," he said, noting that the magazine will be back on newsstands Feb. 13.

Taylor said that IDG's position has been that the original claim by *NetGuide* that newsstand purchasers were confused was dramatically exaggerated. He said that *Net Magazine* has sold extremely well but that this has not been at *NetGuide*'s expense as claimed. "Preliminary sales data show clearly that the entry of *Net Magazine* has nearly doubled the size of this market," Taylor said.

While Taylor noted that IDG lost in the sense of having an interim injunction placed against it, "*NetGuide* was bitterly disappointed with the outcome and has so far made it clear that it will look for ways to force more extensive modifications to our product, particularly to increase its size," he said. "That was their real intention all along so we feel vindicated that the court has settled for a small amendment rather than substantial changes."

IDG New Zealand and its lawyers have yet to review the detail of the judgment to decide whether to take the matter further, Taylor said. "Right now, we're pleased to have it behind us and to be back in business as usual."

For more information, contact Martin Taylor at martin_taylor@idg.co.nz. WU

"NetGuide was bitterly disappointed with the outcome and has made it clear that it will look for ways to force more extensive modifications to our product, particularly to increase its size. That was their real intention all along so we feel vindicated that the court has settled for a small amendment rather than substantial changes."

— Martin Taylor, IDG NZ managing director

primer back-to-basics

Public Relations

Amy Dalton, public relations manager for PC World in San Francisco, is this week's columnist. She may be reached at amy_dalton@pcworld.com.

PR jargon

B-roll The background footage in a TV segment that is used for context with voice-overs.

Bulldog The day's first edition of a particular newspaper.

Boilerplate Standard copy about a company included at the end of a press release. *PC World*'s boilerplate reads (in part): "PC World Communications, Inc. is the publisher of *PC World* and PCWorld.com (www.pcworld.com) and is a subsidiary of IDG, the world's leading IT media, research and exposition company. The winner of the 1999 and 2000 Grand Neal Award for editorial excellence, *PC World* is the world's largest computer publication with a circulation rate base of 1.25 million."

Bridging A savvy interview technique where you redirect a question through your answer. For example: "That's a very good question, but what *PC World* found in our lab test is that..."

Bacon's A series of phone-book-style directories that list the name, titles, beats and contact information for journalists at newspapers, TV, radio and magazine media outlets.

Q What exactly do public relations people do?

A Basically, we're modern-day town criers: it's our job to get the word out. Depending on the target audience (in our case, readers, advertisers or our own employees) and the desired end-result (newsstand sales, ad pages or goodwill), how that is accomplished varies. Media relations is one strategy, which involves communicating with the media that ultimately influence the target audience.

Mostly, I'm a pivot for information: I find out about an upcoming article, and I pass that information on to a radio station; I process our latest circulation data and communicate it to our advertisers; I find out about an employee promotion, and I make sure their photo is in the next *IDG World Update*.

Q Describe what transpires in a typical day.

A First, I check my e-mail and voice mail and immediately return any requests for interviews or information. On any given day, I'm usually working on multiple projects: a press release for the current issue or a recent research study, finding panelists for a conference or booking interviews.

Q How is public relations different from marketing?

A They overlap in many ways. Marketing focuses more on direct contact with its audience, while PR takes a more circuitous route. For example, if marketing wants to reach advertisers, they'll send a piece of direct mail or launch an advertising campaign. If I'm trying to reach that same audience, I might get a story about the direct-mail piece or advertising campaign in a trade publication that is read by our advertisers.

Q How do you work with the various departments in your company?

A One of the best aspects about this job is that I do get to work with almost every department. I write press releases for print circulation and online traffic, help craft trade articles about our production techniques, publicize ad campaigns, work with editorial to promote specific articles and position the editors as experts in the industry, help place speakers at conferences and partner with other business units on joint projects. I end up with all kinds of bizarre pieces of knowledge — such as how ink spreads on a piece of paper, how viruses work and how many managers read our magazine.

Q What are the best and most difficult parts of your job?

A One of the best parts is being a conduit, a data yenta, making a "love connection" between two groups. The most difficult part is imbedded in the nature of public relations: since I only influence, I have no guarantees that my efforts will come to fruition. I also have to rely on the indulgence of my co-workers, since cooperating with me is mostly voluntary.

Q What kinds of things that keep you up nights?

A Missed opportunities.

Q How do PR folks stay close to customers?

A For everyone it's different. I make notes in my calendar to check in. I answer every e-mail and phone call. I let journalists know in advance when we have a story they might be interested in. I send copies of the magazine to a short list of media (the publication is its own best PR). If a TV producer is in the building interviewing an editor, I don't let them leave until I've suggested another story idea. To stay current on reporters' ever-changing beats, I watch the shows and read the publications I pitch as well as read industry trades and PR newsletters.

Q What steps can PR people take to get on the radar screen of big-time media outlets such as [NBC-TV's news magazine show] "Dateline"?

A Study and wait. I saw a "Dateline" segment in 1997 about PC repair. At the end of the segment, the credits ran the name of the producer. I wrote his name down and over the next three years, I called him up when I thought we had a story he'd like — privacy, online scams, etc. He passed, but we built a rapport. So when we were planning a story on PC repair, he was the first person I called.

Q What does it take to be a good PR professional?

A First, responsiveness and reliability: if journalists know they can count on you as a source, you can build long-standing relationships. You also need to be sensitive to their deadlines, editorial mission, and audience. You need to prepare your spokespeople to put their best foot forward. It's also important to have an understanding of your industry and how your company is positioned within it. Finally, you have to be honest and at the same time fiercely safeguard your company's image.

IDC presents Q1 U.S. sales awards

IDC announced its Q1 US sales awards winners last month in Framing-ham, Mass., and Mountain View, Calif. The awards are based on highest percent of primary plan unless otherwise stated:

Volume Salesperson: **Demetra Georgakopoulos**
Sales Rep with Team Quota: **Elizabeth McPherson**
Sales Rep with Individual Quota: **Pamm Prince**
Latin Sales Rep: **Jennifer Miranda**

Consulting Sales Rep Enterprise/Industry: **Terri Bergstrom**

Global Enterprise Advisory (GEA) Services: Highest % of Q1 Plan: **Arline Clements**
GEA: Highest $ amount over Q1 Plan: **Nancy Dougherty**
GEA: Highest Number of New IDC Accounts in Q1: **Tom Morris**

Installed Base Accounts – Industry: **Tracy Floyd**
New Business Accounts – Industry: **David Howerton**
Major Accounts – Industry: **Pat Murphy**

Major Accounts – Enterprise: **Ken Hoyt** ($500K over primary plan)

Top Gun Awards
Silver (100% of Primary Plan)
Volume (sells non-subscription products through IDC's Online Store and other outlets): **Bruce Atlas**, **Demetra Georgakopoulos**, **Jim Nagle**, **Bill Nash**, **Patrick Steeves**, **Cheryl Toffell**

Industry:
(Develops business with IDC's traditional client base: vendors) **Amy Bibace-Smith**, **Jocelyn Fenton**, **Carolyn Flynn**, **Marc Hirsch**, **Chris Jarmul**, **Renee Merritt**, **Sue Michiels**, **Jose Rodriguez**, **Trace Weatherford**, **Jean Woodcome**

Enterprise:
Grace Davis, **Dick Denechaud**, **Staffan Engstrom**, **Torr Lewis**, **Anuj Patel**, **Liliana Pomareda**, **Caroline Raynaud**, **Robert**

continued on page 5

Computerwoche job fair takes hold in German event market

Three-year-old Jobs & Karriere a hit with clients, job-seekers alike

Computerwoche has seen tremendous growth in its Jobs & Karriere fair over the past three years. Originally launched in 1998 as part of an attempt to help current and potential clients introduce themselves to prospective new employees at trade fairs and other events, the fair has now become an integral component of *Computerwoche*'s three-pronged recruitment platform, which, along with events, encompasses print and online, as well as provides a significant source of revenue.

Last year, *Computerwoche* staged four Jobs & Karriere fairs at Germany's most prestigious IT events including CeBIT (Feb. 24 - March 1), Internet Commerce Expo (Sept. 19-21), LinuxWorld (Oct. 5-7) and, for the third consecutive year, SYSTEMS (Nov. 6-10), the second most important IT event in Europe after CeBIT. The growth in vendor participation in this unique forum speaks to its importance among local companies as a recruitment tool. In its first year at SYSTEMS '98, Jobs & Karriere attracted 37 companies; this past November more than 100 companies paid for booth space at the event. Among those participating were Andersen Consulting, BMW, Cisco, Deutsche Post, Hewlett-Packard and Siebel. Revenue from the job fair has grown from 400,000 DM (US$187,640) at the first event to more than 5 million DM ($2.35 million) last year.

In addition to providing an opportunity to meet directly with company representatives, the Jobs & Karriere career center offers a wide range of services to job seekers including advice on the application process, information about training opportunities and a general overview of the labor market. Roundtable discussions and talks by company representatives covered such topics as "Old vs. New Economy — Which Will Win the Race to Recruit Staff?" "Opportunities for Lateral Entries" and "Are Internet Companies Still Worth Working For?" New at the most recent event was a salary consultation provided by Prisma GmbH, a local research firm, which met with individuals to discuss their earning potential based on qualifications and experience.

More than 100 companies took booth space at last November's edition of the Computerwoche Jobs & Karriere event, hoping to interest qualified IT job candidates in signing on.

Computerwoche's next Jobs & Karriere fair will be held at the upcoming CeBIT March 22-28. For the first time at this event, *Computerwoche* will make the career workshops available via live video streaming on its homepage (www.computerwoche.de).

"Jobs & Karriere is part of our multimedia recruitment platform [print, online and events] which is unique in Germany and designed to bind our customers even more tightly to the Computerwoche brand," said *Computerwoche* Editor-in-Chief **Karin Giffhorn**.

For more information contact Karin Giffhorn at kgifforn@computerwoche.de. WU

*Computerwoche Ad Sales Director **Simone Fiedler** (back to camera) speaks with clients near the entrance to the Computerwoche Jobs & Karriere fair at last November's SYSTEMS show.*

CW/IW teams to meet in Miami

The Computerworld/InfoWorld Global Product Line Support Center is holding a Latin American regional meeting Feb. 23-24 in Miami at the Biltmore Hotel.

Any employee affiliated with a *Computerworld* or *InfoWorld* title in the region is welcome to attend. A preliminary agenda is on the CW/IW Global Product Line Support Center site at www.computerworldsupportcenter.com; registration information and more details will be posted there soon.

For additional information contact **Jon Rekstad** at jon.rekstad@idg.no.

IDG

Week of February 5, 2001

Senior Market Research Analyst (CXO)

The primary focus of this position will be IT market analysis. You will also be responsible for providing RFP and syndicated research support for CXO Media's west-coast territory, management of Harvey studies, competitive analysis, and managing research vendor relationships. This role also includes project leadership in the creation of customer Extranets, the care and feeding of the Marketing Research microsite on the Sales Intranet, and managing selected research programs from beginning to end. This position reports to the Director of Marketing Research. Ideal candidates will have a customer service orientation, strong writing and analytical skills. Proficiency in MS Excel, MS Word, and MS PowerPoint, and 5+ years of research and/or marketing experience, preferably within a publishing environment. Experience with syndicated research a plus. In supporting the West Coast territory, hours for this position are from 11am-7:30pm. *Location: Framingham MA*

Interested candidates should send resumes to Christine Moloney at Email: christine_moloney@idg.com or Fax: (508) 935-4600.

Sr. Human Resources Representative (IDG/CSG)

IDG's Human Resources Services Division - East (HRSD-E) is an internal Human Resources consulting group that provides customer driven, quality HR services to a diverse set of IDG businesses. We are looking for a Human Resources generalist with 5 - 7 years experience, strong knowledge across all functional areas of human resources and a flexible professional style to respond to a wide variety of client needs. The ideal candidate is excited about the idea of contracting for HR business, rolling up their sleeves and delivering excellent customer service at all times. Minimum qualifications include: ability to consult to and interface with all levels of the organization; solid experience in employee relations; comprehensive understanding of employment practices; familiarity with compensation, management coaching and organizational development principles; BA degree or equivalent and a willingness to travel. Familiarity with Microsoft Office applications and PeopleSoft is a plus.

Location: Framingham MA

Contact: J. Lynch, Email: julie_lynch@idg.com

Associate Research Analyst, Software (IDC)

Associate Analysts at IDC work both independently and collaboratively across Research Groups. This individual will work closely with the Software Research Group analysts as well as with our consulting group on a quarterly eBusiness consulting project. The core activities that an Associate Analyst at IDC participate in are: collecting and analyzing data, working with vendors and senior analysts to obtain and develop accurate quarterly revenue company models for public and private companies, and assisting with and analyzing quarterly SEC information and applying this to IDC company models using the Software Research Database. The core skills for this role include: solid business acumen, general enthusiasm for exploring IT Markets and Developments, familiarity with high-tech markets and a background in market research, financial analysis, 1-2 years of professional/internship experience; strong quantitative analysis and analytical skills, logical approach to problem solving, strong communication skills; and a dedication to internal and external client service. Candidate must have a working knowledge of MS Word and Excel. Bachelor's degree required. We seek candidates who value an entrepreneurial spirit, collaboration, creativity and curiosity, and have the ability to jump into a rapidly growing market and track the pulse of the industry. IDC has an internal Analyst Training Program to assist new analysts in developing their skills. *Location: Framingham MA*

Contact: D. Leone, Email: dleone@idc.com

Client Services Representative (IDC)

IDC's Interactive Products & Services Group is currently looking for a Client Services/Technical Support Representative to be responsible for supporting customers' technical needs with IDC's cutting edge interactive products. In addition to providing strong technical support, the incumbent would also be involved with call and bug tracking and problem verification and testing. As there is a great deal of customer interaction, the Representative will also help identify and propose improvements in product areas and test and critique new enhancements developed by engineering. The ideal candidate will have prior experience in a customer service/call center environment, preferably for a software or Web-based product, familiarity with/ interest in the Internet, and exposure to Win95, Office 95/97 and Lotus Notes desirable. College graduates preferred. Work hours: 11 a.m. - 7 p.m.

Location: Framingham MA

Contact: D. Leone, Email: dleone@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Associate Financial Analyst (IDC)
Primary responsibility will be reviewing and approving customer contracts for IDC's domestic sales operations. The individual will work closely with the U.S. sales staff to identify and assist in implementing improvements to the current processes and systems. Other responsibilities to include the consolidation of international bookings and assisting the finance department with special projects as needed. The candidate should be detail-oriented and possess strong communication skills. Associates degree or degree in process, preferably in finance or accounting.
Location: Framingham MA
Contact: E. Storch, Email: estorch@idc.com

Editor (IFW)
Person with a minimum of 10 years of management experience and a deep knowledge of online editorial operations needed to run major resource for IT professionals. Ability to identify potential content partners and work closely with the technology infrastructure team is a major requirement. Ideal candidate would have a strong IT background.
Location: San Mateo CA
Contact: S. Mcdaniel, Email: shirley_mcdaniel@infoworld.com

Account Executive (IFW)
InfoWorld Media Group, publisher of InfoWorld, the award winning IT news publication, developer of Infoworld.com, and producer of CTO Forum, has a terrific opportunity for an inside sales professional in our Atlanta office. We have created an exciting opportunity for a motivated individual to sell, prospect and maintain print and on-line businesses for our Central and Southeastern Region. In this role, the Account Executive will be responsible for making a revenue goal each month within the assigned territory; bringing in at least 1 new account each month; maintaining a protected account list and open dialogue on prospective accounts; and establishing new sales contacts. The ideal candidate will possess 1-3 years of sales or Sales Support experience; working knowledge of syndicated & market research; a basic understanding of print & on-line advertising and excellent written/verbal communication skills. PC/Internet Industry knowledge a plus. Ideal candidate will also be open to new ideas, have a desire to manage their own accounts, possess tenacity and focus, and enjoy working with people. *Location: San Mateo CA*
Contact: Email: resumes@infoworld.com

Newsletter Sponsorship Sales (LST)
IDG List Services is seeking a sales professional to start-up its fourth division on the sales of sponsorships for online newsletters for several IDG Business Units. This professional will handle the day-to-day proactive sales, marketing, operations and production of the Newsletter Sponsorships to List Brokers, the Direct Response community in addition to leads provided by the publications. The ideal candidate should have excellent phone sales skills, customer service experience, attention to detail and strong organization for production, top communication ability and solid computer skills. They should have at least two-three years experience in sales with a proven track record. They will also be required to put together preliminary marketing collateral so experience producing sales/marketing information is needed. Experience in the direct response industry a plus. This position reports to the President of IDG List Services.
Location: Framingham MA
Contact: C. Cotter, Email: cydney_cotter@idg.com

Marketing Services Manager (MAC)
Reporting to Director of Marketing, The Marketing Services Manager will be responsible for trade show and events and provide sales supports. Trade show and event responsibilities include managing all elements of production: venue selection, negotiations and contracts, vendor review and bid management, logistics, AV& staging, speaker support, sponsor support, exhibitor relations, forecast and budgets. Sales support responsibilities include acting as a liaison between Sales and other departments, maintaining consistent and thorough communication of all sales-related information to and from the sales team, managing the creation and production of sales tools, maintaining up-to-date content for the sales page of the intranet site, and handling sales lead development and management.
Location: San Francisco CA
Contact: S. Wu, Email: su-tsen_wu@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

US Correspondents (NEW) (NY, Boston, San Francisco)
IDG's daily, international news service seeks several experienced, high-energy journalists to cover the U.S. technology industry from our Boston, New York or San Francisco news bureaus. Wide-ranging responsibilities include covering trade shows, press conferences and other breaking news for the daily wire, as well as working with News Service correspondents around the world to develop in-depth stories with uniquely global perspectives. Travel will be required. The ideal candidate has a broad understanding of the IT industry, as well as an impeccable command of AP-style news writing and editing, yet the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from handheld computers to mainframe systems and from wireless LANs to global communications networks. Strong computer skills and experience using a notebook PC in a remote computing are also a plus.
Location: NY, Boston, San Francisco
If interested, please fax resume to Elizabeth Heichler at 617-423-0240 or email to elizabeth_heichler@idg.com

Copy Editor (NEW)
The IDG News Service is seeking a copy editor with a great eye for detail and strong editing, grammar and proofreading skills based in our Boston bureau. Responsibilities include editing IT industry news and features under tight deadlines for our real-time online wire service; acquiring and republishing copy and graphics from throughout the IDG editorial community for our global news cooperative; and doing research as needed to update and expand a library of online information resources for editors. Additional responsibilities commensurate with the successful candidate's skills, experience and interests may include writing breaking news stories and taking charge of ancillary information resources. The ideal candidate has a journalism background, experience copy editing for a daily news publication using PC-based editing tools, and a firm grasp of AP style. Contact: Elizabeth Heichler, elizabeth_heichler@idg.com or fax resume to 617-423-0240.

Online News Editor (NWI)
Network World surrounds Network Leaders with the most comprehensive lineup of educational products and information to help them meet their business challenges. Our newsweekly, its online component Network World Fusion www.nwwfusion.com and seminar and events programs are packed with award winning content that continues to draw a highly qualified, loyal audience of Network Leaders. We're looking for someone with three or more years of technology journalism experience who can lead Network World's online news efforts. The job will entail shaping and boosting our online news presence, editing staff written stories and writing a daily newsletter that hightlights the hottest network industry stories. This editor will also need to work closely with Network World's print news editors. To learn more about Network World please visit our corporate website at www.networkworld.com. *Location: Southborough MA*
Contact: Email: hotjobs@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

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Weber, **Joseph Zeliger**

Gold (110% Primary Plan or $300K over primary plan)
Industry:
John Farrell, **John Greco**, **George Mahowald**, **Robyn Patrick**, **Simon Salamon**, **John Shirley**, **Fred Snow**

Enterprise:
Dan Duggan

Platinum (120% of Plan or $500K over primary plan)
Industry:
Maia Benson, **Stan Chen**, **Brad Christenson**, **Mary Ann Daneke**, **Travis Darrow**, **Tracy Dean**, **Michael Deutsch**, **Tracy Floyd**, **Bill Ganci**, **David Howerton**, **John Lyons**, **Tom Mahowald**, **Lisa McCoy**, **Pat Murphy**, **Carla Nash**, **Patrick Phelan**, **Pamm Prince**, **Michael Schaeffer**, **Diane Scheiffler**, **Randi Siegal**, **Stacy Simler**, **Judy Tyler**, **Viviana Zapata**

Enterprise:
Joe Bekas, **Terri Bergstrom**, **Christopher Burgelin**, **Kevin Capalbo**, **Daniel Cardamone**, **Bill Casey**, **Arline Clements**, **Bryan Donovan**, **Nancy Dougherty**, **Kevin Dunne**, **Diane Elhilow**, **Jim Farley**, **Sara Fitzgerald**, **Ken Hoyt**, **Brett Kerlin**, **John Mahowald**, **Tom McNamara**, **Eri Meyer**, **Jennifer Miranda**, **Tom Morris**, **Steve Phillips**, **Dennis Reid**, **Julia Schaefer**, **Federico Serrano**, **Brad Thorpe**

Achieving over 100% of Q1 Plan:
Bill Bernardi, **Deidre Chaisson**, **Mena Cherta**, **Tracy Dean**, **Andrew Devine**, **Pat Duhl**, **Brian Hoenig**, **Jennifer Lapio**, **Amy Maldanado**, **Rekha McCarthy**, **Wayne McClintock**, **Liz McPherson**, **Noreen Murphy**, **Karen O'Sullivan**, **Pamm Prince**, **Fred Snow**, **Rhonda Veloni**

In addition, due to recent recalculations, **Patrick Phelan** was named a co-winner of the FY 2000 U.S. Sales Award in the Major Accounts/Industry (in a tie with **Tom Mahowald**).

IDC

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- *ASP Advisor*, written by Editor **Tom Gilmore**, examines the dynamic application service provider (ASP) industry, the interrelationship of ASPs and other industry sectors, and what this means to users.
- *eBusiness Trends*, written by IDC Portal Products Program Director **Molly Upton**, provides users with a holistic view of the important trends in both business-to-business and business-to-consumer.
- *Mobile Trends*, written by Associate Editor **Max Flisi**, highlights developments in m-commerce, wireless services, mobile devices and IT issues supporting remote users.

The free IDC newsletters are promoted by IDC's Web sites around world through a listing on the corporate navigation bar. Partnerships with ITworld.com, CIO.com and Darwin.com have also brought in a significant number of subscribers, Upton said. The newsletter section of IDC.com is rapidly becoming a magnet for visitors. This past November one-third of all visitor sessions on IDC.com were recorded by the newsletter section of the site. With its archives, the newsletter section alone draws more than 100,000 visitors a month.

When visitors go to the newsletter section, they can read the current week's issue, see excerpts of related research and links for purchasing information, browse the archives, download PowerPoint graphs and speaker notes and subscribe to regular weekly delivery.

In addition, the Portal Products group is offering three categories of licensed products for corporate Web sites. These include newsletters, the "IDC Daily Graphic" and Executive Briefs.

IDC is offering content licenses to companies that want neutral, reliable content on their Web sites for their customers and prospects, Upton said.

KAREN WESTON

The IDC Portal Products team expects to unveil another product category later this year. (L-R): ***Max Flisi***, ***Molly Upton***, ***Geoff Dutton*** *and* ***Tom Gilmore***.

By the end of February the team will license a new product called the IDC Daily Graphic, a classic IDC data-driven graph. It will be a downloadable PowerPoint slide and will include speaker notes to put the information in the proper context. The daily graph will be drawn from IDC's areas of expertise, and sources include reports, speeches given by IDC analysts and newsletters.

In addition, the group also produces Executive Briefs, which are four-to-six page papers written for end-users. These briefs are drawn from the more detailed material IDC provides to vendors and reoriented to help answer basic questions such as "What do I need to know about Topic X?" or "What do I look for on Topic Y?" While conceived as Web content, they may also be made available in print. An example is on the Intel site for customers and prospects: www.intel.com/eBusiness/business/understanding/1/hiyoung_dotcoms.htm.

Upton says she anticipates there will be a fourth product category by the end of the year.

For more information on the Portal Products group contact Molly Upton at mupton@idc.com.

NEWS SERVICE KNOW-HOW

Editor-on-duty feature

There's a small but significant new feature on the IDG News Service Web site at www.idgns.com: people logging on to the site can now easily see which news service staff editor is currently on duty, along with a phone number at which he or she can be reached. Because the news desk is in operation 24 hours a day from Monday morning in Asia through Friday evening in San Francisco, with shifts rotating among staffers in several different countries, it can be difficult to know whom to contact when you have an immediate question, such as whether the News Service is covering a particular breaking story. The current information about who is staffing the desk is displayed below the "top stories" listing on the home page. Editors shouldn't hesitate to contact the news desk editor on duty if they need any assistance from the IDG News Service — even if the matter is not urgent. Stay tuned for more enhancements that are in the works. The team is now putting the finishing touches on some tools that will allow editors to submit stories and story ideas to the News Service via its Web site.

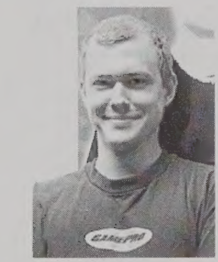
Don't have a password for the IDG News Service? Send an e-mail to idgns_password@idg.com. Please address comments and questions to Editor-in-Chief **Elizabeth Heichler** (elizabeth_heichler@idg.com).

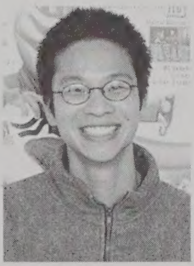
noteworthy people

Mao

Auch

Amrich


Patterson


Young

Spitzer

IDG WORLD UPDATE PHOTOS

Promotions

IDG Games Media Group Vice President, Editorial and Creative Services **Francis Mao**, an 11-year veteran, recently added 'Senior' to his title. "Francis has worked extremely hard for many years and has earned the respect of his managerial peers and employees alike. This is a well-deserved promotion!" said GamePro President, CEO and Publisher **John Rousseau**.

GamePro Designer **Kat Auch** has been promoted to senior designer. "Kat is a longtime GamePro veteran who started for us working on *PC Games* magazine," said Senior Vice President, Editorial and Creative Services Francis Mao. "Kat has been a vital designing force for the magazine and our collateral products, she has reorganized our intensive art archives with our design interns, and managed our international licensing efforts."

Assistant Editor **Lindsay Young** moves up the *GamePro* ladder to associate editor. **"**With his work on Role-Players Realm, Sneak Previews, and more, Lindsay has shown that he's a very capable section manager and writer," said Senior Editor **Paul Curthoys**. "He's one of the most reliable members of our staff and has an easy, professional rapport with his beats. His promotion is richly deserved after all his hard work."

GamePro Senior Associate Editor **Dan Amrich** has been named senior editor of Features and Departments. "Dan stepped up to the plate as our Features editor in 1999 and quickly proved himself with a fresh, original approach that re-invigorated the section," said Senior Editor Paul Curthoys. "His tireless work ethic and unflagging devotion to delivering the best possible content to our readers have proven to be an invaluable asset to *GamePro*."

GamePro's **Chris Patterson** has been promoted from assistant producer to Web developer. "Chris has not only been a strong force in the online content production arena and a positive team player but recently took on the immense task of constructing the new GamePro.com production engine and content management tools," said Product Manager **Craig Eastman**. "This accomplishment not only entailed long hours but the ability to learn multiple programming skills. Chris' new focus will be almost entirely on the maintenance and development of the new Web site's back end, as well as developing GamePro.com's features and functionality."

GamePro Accounting Manager **Jeff Spitzer** has been named controller. "Jeff's efforts to address the all the related general-accounting and finance matters over the last year helped our business unit achieve its FY00 financial plan and continue to make progress on our FY01 goals," said GamePro Media Group Vice President, CFO and COO **Brian Sours**.

Circulation Operations Manager **Natale Russo** is now senior circulation operations manager for *GamePro*. "Natale's circulation experience and efforts to build the *GamePro* brand with our current and new subscribers, as well as all the related distribution and fulfillment responsibilities is key to our ability to grow our circulation," noted Vice President, CFO and COO Brian Sours.

GamePro Marketing Specialist **Sherry Pedrin** has been promoted to marketing manager. "Since joining the marketing department two years ago, Sherry has been a valuable contributor to the execution of our company's brand-building efforts, revenue generation, research, trade show presence and promotions," said Vice President, Associate Publisher **Craig Lee**. "Sherry's role will expand to include strategic development of projects emanating from the department."

New employees

Daniel Stokes has joined IDG Global Solutions in Staines, U.K., as an assistant accountant. He was most recently employed at Islanda Ltd. Dan has an A.A.T. from BBP Financial Training College and spends his free time playing the guitar, golf and football.

IDG Global Solutions in San Francisco has hired **Karol Ann Baumeister** as international sales manager. She previously wore two hats at public-safety portal The Praetorian Group: event media planner and sales manager. A graduate of Marquette University in Milwaukee, Wisc., with a B.A. in communication studies and history, she also skis and does film voice-over work.

Nanette Jurgelewicz is Computerworld's new conference coordinator following a stint as training events specialist at the Arthur D. Little School of Management. She has a B.A. in English from the University of Massachusetts in Amherst and enjoys running and skiing, both cross-country and downhill.

Tara Gillet-Liloia has signed on as an online content researcher for CXO Media. Most recently she was the community manager/content coordinator for KnowPost.com. Tara has a B.A. in political science and a B.A. in comparative literature from Rutgers University in New Brunswick, N.J., and spends her free time quilting and writing.

Client Partnerships Manager **Lisa Giberti** comes to IDC in Framingham, Mass., after working as director of national accounts for SingleSourceIT. She earned her college degrees in Boston: a B.S. from Northeastern University and an M.S. in Communications Management from Simmons College. An avid horseback rider, Lisa is training in dressage and hunter/jumper events.

After a cross-country relocation to the Framingham area, IDC Product Manager **Coleman Jolley** is oversee-

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service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18

Carl Marchi *Computerworld*

13

Laura Sears Brady *IDG*

12

Terri Schafer *IDC*

11

Alvaro Morenes *IDG Spain*

10

Thomas Christensen *IDG Denmark*

9

Jacqueline Mita DiBianca *Network World*

8

Colin Crawford *Mac Publishing*
Josef Kalasek *IDG Czech*
arl-Henry Martinsson *IDG International Pub. Svcs.*
Darren Ford *IDG Communications*

7

Sue McIntosh *IDG New Zealand*
Jolene Springfield *ITworld.com*

6

Tom Grimshaw *IDG Communications*
Julie Lynch *IDG*
Julie Budreau *IDG*
Jeff Julian *IDG.net*
Natalie Eisner *IDC*
Barbara Simon *IDG Australia*
Lawrence Llamzon *IDC Singapore*

5

Sylva Maurerova *IDG Czech*
Renee Gotcher *InfoWorld*
John Bosso *Computerworld*
Kathleen LaPorte *IDC*
Elizabeth Gagliardi *IDC*
Paris Burstyn *IDC*
Kazuki Seki *IDC Japan*

4

James Niccolai *IDG News Service*
Callie Nelsen *IDC*
Patricia Josefek *Network World*
Akiko Bando *IDG Japan*
Gerd Souza *IDC Brazil*

3

Kathleen Powers *CXO Media*

2

Katerina Reblova *IDG Czech*

Sherry Keyles *CXO Media*
Lucia Bravo *CXO Media*
SaraJane Robinson-Retondo *CXO Media*
Stephanie Sanborn *InfoWorld*
Stanley Chen *IDC*
Sherry Pedrin *IDG Games Media Group*

1

David Fernando *PC Advisor*
David Brooks *IDG Executive Forums*
Karen Daitch *IDG Executive Forums*
Dan Velasco *IDG Global Communications*
Peps Jara *Mac Publishing*
Kevin McCluskey *IDG Communications*
Jim Paolillo *IDG World Expo*
Laura McDermott *IDG World Expo*
Shelley Dunn *IDG World Expo*
Deborah Diodati *IDG World Expo*
Laura Meola *IDG World Expo*
Lisa Zarrillo *IDG World Expo*
Suzanne McLaughlin *IDG World Expo*
Mary Wooldridge *CXO Media*
Robert Reagan *CXO Media*
Amanda Navone *IDG.net*
Bradley Nickerson *IDG*
Daniel Velasco *IDG*
Joshua Burke *IDG*
Paula Tervo *IDG*
Linda Yach *InfoWorld*
Kalli McCulloch *InfoWorld*
Maria Trombly *Computerworld*
Donald Jin *IDC*
Erin McCue *IDC*
Jennifer Dansky *IDC*
Monique Gibelli *IDC*
Alan Taylor *IDC*
Charul Vyas *IDC*
Shaw Lively *IDC*
Susan Michiels *IDC*
Michael Barry *IDC*
Panagiota Gertsios *Network World*
Kylie Crossingham *IDG Australia*
Sarah Campbell *IDG Australia*
Robert Gomez *ITworld.com*
Jessie Meier Purdie *ITworld.com*
Susana Harari *IDG Spain*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

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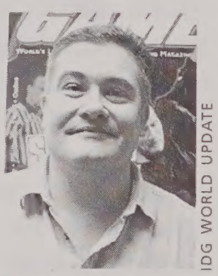
ing the development of Web software. He was previously product manager for Engage, Inc. Outside the office Coleman enjoys kayaking, snowboarding and cookery.

Matt Hennigan joins IDC Framingham as a lead qualification specialist. Most recently he was a manager for Aramark Corp. at Fenway Park (home of the Boston Red Sox baseball team), where he coordinated arrangements for group events and was responsible for managing game-day staff. Matt has a B.A. in economics from Emory University in Atlanta, Ga., and enjoys travel and, of course, baseball, in his free time.

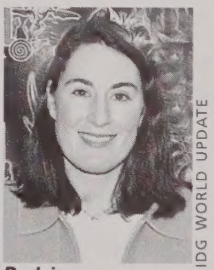
Anne Lu has joined IDC's Global Research Organization in Framingham as a senior analyst. She previously worked for Peterson's/Thomson Learning as a chief market research analyst. Anne has a master's degree from the University of Lyon in France and an M.B.A. from Clark University in Worcester, Mass.

Senior Research Analyst **Karen Moser** is part of the ASP program in IDC Framingham's Software Research Group. She was previously a research manager at Internet startup Granitar, Inc.. following a five-year stint at the Aberdeen Group. Karen has a B.A. in English from Rhodes College in Memphis, Tenn., and spends her off hours skiing, rowing, reading the classics and seeing old movies.

IDC's Software Group also welcomes Analyst **Asifa Nahid**, who recently worked at The Yankee Group as an intern in the Wireless and Mobile Serivces group. Asifa has an M.B.A. from Brandeis University in Waltham, Mass.; her undergraduate economics dissertation is now being published in an international journal.


IDG WORLD UPDATE

Russo


IDG WORLD UPDATE

Pedrin

CATHERINE SPENCE

Stokes

Wanted: international Noteworthies

All business units worldwide are welcome to send information about promotions and new employees for the Noteworthy section to world_update@idg.com.

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Dan Amrich** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's newest book of cartoons, *Downloaded.* The honorable mention winners below will receive *IDG World Update* cups.

Honorable mentions

"Uh oh. I think I just reformatted your life."
Rob Springer, *Hungry Minds, Inc.*

"Whaddya mean, password expired?"
Charlotta Hallen-Kragh, *IDC Nordic*

"It seems as if the same virus that caused you to wind up here has infected my files."
William Ganci, *IDC*

"I'm sorry Steve, you're definitely not on the list. Ever since Eve bit that Apple, God's been using a PC."
Michael Welch, *Hungry Minds, Inc.*

Saint Peter getting used to a whole new kind of portal!
Chris Kallin, *Computerworld*

"I'm sorry, Mr. Gates, there seems to be a problem in pulling up your file. Heaven's IT department migrated us to Linux last year, and it seems some hacker has deleted all the records for former Microsoft employees."
Al Gillen, *IDC*

"Unfortunately your Hotmail e-mail account can only work in our "other" location."
Simon Salamon, *IDC*

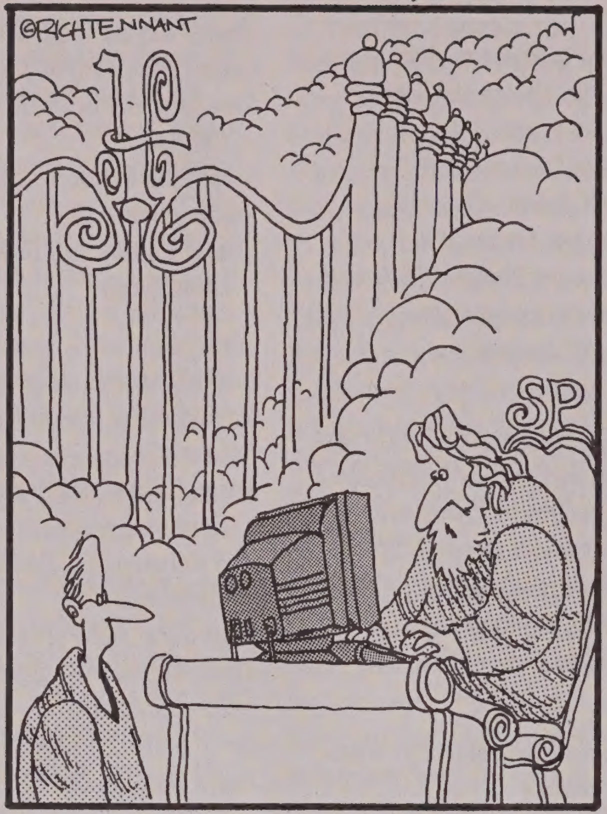
"Just another moment...ya know, you'd think *WE* could get DSL..."
Kevin Cronin, *ITworld.com*

"Well, Mr. Francis, most things come up OK: Regular churchgoer, good Samaritan, kind to children and small animals...but I'm getting a red flag for online activities. You didn't think those 1,213 forwarded jokes and chain e-mails would come back to haunt you, did you?"
Ian Lamont, *Network World*

"Well, it seems our only vacant room is in the basement. How do you cope with heat, Mr. Jones?"
Kim Wilken, *IDG Denmark*

The 5th Wave

By Rich Tennant



"Our network is down, so I'm gonna have to send you to purgatory till IS shows up."
Dan Amrich, *IDG Games Media Group*

"There's a place for deceased Gartner employees...and this isn't it!"
David Mellor, *IDC*

Rich Tennant's original

"Well, let's look in the Registry and see what your life preferences have been."

Congratulations, World Update Online winners!

The winners of the second IDG World Update Online (www.idgworldupdate.com) contest that ran in the Jan. 22 issue are:

- **Dan Chupka**, ITworld.com
- **Barbara Duphily**, IDG
- **Clare Montgomery**, Publish

Their names were picked in a random drawing of correct respondents and an IDG duffel bag is on its way to each of them. Stay tuned for the next easy-to-win contest and in the meantime, be sure to check out IDG World Update Online!

and finally...

PC World Latin America relocates

The staff of *PC World Latin America* has moved to a new office in Miami:

10305 NW 41st Street
Suite 100
Miami, FL 33178

Tel: +305-406-1747
Fax: +305-406-1787

IDG WorldUpdate

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Internet: david_hill@idg.com

The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

IDG WorldUpdate

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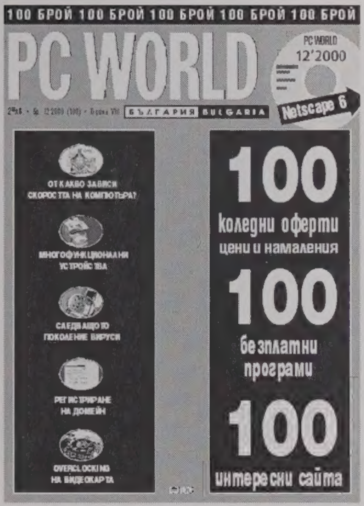
WWW.IDGWORLDUPDATE.COM

PCW Bulgaria celebrates milestone with advertising awards program



PC World Bulgaria's 100th issue was published in December and had an unprecedented print run of 18,600 copies.

PC World Bulgaria threw a lavish party at a fashionable Sofia music club for 400 readers and customers at the end of December to mark the occasion of the publication of its 100th issue. In another milestone, the December issue had a print run of 18,600 (compared with 10,000 in January 2000), which represents an uprecedented achievement for a monthly magazine in any category in Bulgaria.

The company also used the celebration to present awards to the winners of its first "Best Ad" contest. Borrowing the idea from colleagues at *PC World Komputer* in Poland, the *PC World Bulgaria* team invited readers to nominate by e-mail the best ads in three categories: BestDesign, Wittiest Message and Most Useful Information. More than 3,000 nominations were received.

IDG Bulgaria staff members mingle with guests at the celebration marking the publication of the 100th issue of PC World Bulgaria.

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IDC honors 17 U.S. employees with first-quarter Excellence Awards

IDC honored the first-quarter FY01 winners of the IDC Excellence Awards at a company meeting earlier this month. The Excellence Awards recognize employees for outstanding performance in the areas of business development, product quality, customer service and teamwork. U.S. employees nominate their peers, and winners are chosen by a five-member committee. All of this quarter's winners, other than **Calvin Wade** of Mountain View, Calif., are based in Framingham, Mass. Brief excerpts from the nominations appear below.

A subset of the Q1 Excellence Award winners gathers for a group photo. (Front, L-R): ***Marjorick Foisy, Laurel Heske, Mary Ellen Slater, Bruce Davidson, Daniela Cimino****. (Back row, L-R):* ***Cindy Borovick, Jason Gould, Wade Munson*** *and* ***David Shapira.***

RESEARCH & CONSULTING

Business Development
Cindy Borovick
Research Manager

Cindy has restructured her long-running Intranet Networking Architecture program and recreated it as the current Data Center Networks program. It has added up to six new CIS clients each month.

Client Service
Brian McDonough
Senior Analyst

Brian has developed an exceptional record in knowledge management software from the time he began at IDC as an inquiry analyst. For one recent client, he showed [how effectively he can] talk with end-user clients and provide them with valuable information and analysis based on current research.

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in brief

Yahoo! Industry Marketplaces feature content from IDG publications, News Service

IDG editorial content is prominently featured on Yahoo! Industry Marketplaces (http://industrymarketplaces.yahoo.com), a one-stop business-to-business destination that enables industry professionals to research products, find the latest industry news and make purchasing decisions.

Three Yahoo! Industry Marketplaces launched last month: Electronics, IT Software and IT Hardware. Each provides business owners and professionals with targeted, in-depth information and services, research capabilities from product databases, industry-specific news and a rich-media Webcast center. IDG content is featured on the latter two Marketplaces (http://industrymarketplaces.yahoo.com/software and http://industrymarketplaces.yahoo.com/hardware). The IDG articles are teased on each marketplace's home page under "Industry News — IT Software" (or Hardware) and "Feature Articles."

YAHOO! INDUSTRY MARKETPLACES

Three article headlines are under each banner, and a click on the "More" link brings the viewer to another 25 or so stories from a range of IDG U.S. publications and the IDG News Service.

IDG editorial material is also featured in each Marketplace under Product Reviews. In the White Papers section of each Marketplace's home page, there is also a prominent link to IDC reports that have been posted on Yahoo White Papers.

For more details contact IDG .net President and Publisher **Jeff Julian** at jeff_julian@idg.net. WU

European managers compare notes, share ideas at bi-annual gathering

*IDG President and CEO **Kelly Conlin** listens as IDG Global Solutions/EMEA President **John O'Malley** makes a point.*

Twice a year, IDG's European managers gather to review progress in their individual markets and share best practices. The first gathering of the new year took place in London Jan. 25-27. Twenty-one managing directors of IDG's European operations, along with various representatives from the U.S., including IDG Chairman **Pat McGovern** and President and CEO **Kelly Conlin**, were given updates on progress at the Web Global Support Center, IDG Global Solutions and Job Universe. Scheduled open discussion time afforded an opportunity for managers to discuss specific issues among themselves. Managers also reported to their Operating Review Boards and received feedback on the performance of their business units during the previous six months.

The next European Managers Meeting is scheduled for June 21-23 in Berlin. For more information, contact IDG VP/Corporate Services **Marion Kibbee** at marion_kibbee@idg.com. WU

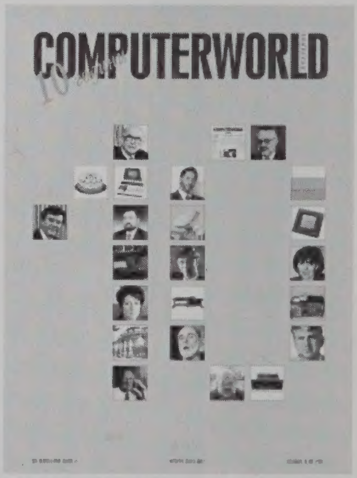
PCW Bulgaria

continued from page 1

The general manager of Hewlett-Packard Bulgaria shows off her company's plaque for Best Ad Design.

During the celebration, IDG Bulgaria General Manager **Tatiana Hinova** announced the top 10 nominees in each category, presenting the winners with a specially designed plaque. According to *PC World Bulgaria* Sales Manager **Yanka Petrovska**, colleagues in Poland were eager to share their experience with this program and were instrumental in helping to make Bulgaria's such a success. The team also received assistance from the *PC Welt* marketing group in Germany.

The program was met with such enthusiasm that *PC World Bulgaria* began last month to recognize advertisers with a "Best Ad of the Month" award. Winners, who are selected by the magazine's readers, are provided with an electronic image that may be displayed on their Web sites. The image contains a link to the IDG Bulgaria Web site.



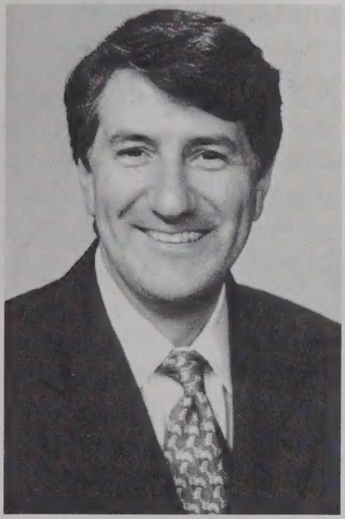
CW Bulgaria celebrated its 10th anniversary in January.

IDG Bulgaria was established in November 1990. The staff of 25 produces the weekly *Computerworld Bulgaria*, which celebrated its 10th anniversary last month; a monthly version of *PC World*; a bi-monthly *Network World Bulgaria*; a twice-a-year *IT in Banking* and annual editions of *Computers and Accounting*, *CAD/CAM & GIS World* and the brand new *IT in Insurance and Pension Funds*.

For more information contact Tatiana Hinova at tatiana_hinova@idg.bg. WU

executive Q and A

Kelly Conlin
The president and CEO of IDG is this week's columnist.



"While we finesse our way through this short-term anxiety, we recognize that the market's rediscovered respect for information products that have deep and enduring relationships with buyer communities will allow IDG to gain momentum, size and strength through this market cycle — just as it has through every other cycle in its 37-year history."

Q Now that the fiscal year is completed, do you know yet how IDG's share price will change?

A The independent appraisal of IDG has just been completed, and IDG's share price will increase 34.5% in FY00, outpacing most public market indices for the year. Employees who participate in IDG's ESOP and ISOP programs will see their account balances reflecting this increase in their statements scheduled to go out at the end of February.

Q Are we seeing a downturn in online marketing spending as a result of the current shakeout in the dot-com sector?

A Online revenues for the October-December quarter increased 66% in the U.S. and 122% outside the U.S., so we are still seeing solid growth. And if we look at sequential quarterly growth, the increase from the July-September quarter to the October-December quarter was 25% in the U.S. and 68% outside the U.S. This growth rate is well above market averages.

But several key shifts are happening in this market. For one, the growth rate for banner advertising among IDG's U.S. sites in the last quarter was 49%, but the growth rate for "beyond the banner" targeted opportunities, particularly e-mail newsletters, was much higher at 153%. This differential in growth rates demonstrates the power shift from a market emphasizing size and reach (the most traffic) to one emphasizing quality and composition (more targeted marketing opportunities). The key metric for this banner-led market was the monthly Media Metrix ranking, where sites would tout their ranking in reaching the most eyeballs. Watch for both the integrity of such data — and the reliance on such data as an indicator of success — to come into question in the months ahead; the banner advertising slowdown is a leading indicator of this trend. The key metric for this next era of Web marketing will be the demographics about each IDG business' Web audience, the kind of demographics expected and assumed in other media, e.g. plan-to-purchase information, buying power, household income — the kind of independently verified statistics that help vendors direct their marketing investment where there is the highest concentration of target customers.

To that point, in the next month, Millward Brown Research will be releasing a groundbreaking study that provides this deep demographic information for the entire network of IDG's U.S. sites. It is the first study of its kind, and will show, for example, that the average visitor to an IDG site has responsibility for a technology budget of nearly $4 million dollars, and that their household income is nearly $100,000. In other words, the strategy IDG embarked on five years ago to create online sites optimized around a specific community, and then reinforce that community through online, print and event products is being rewarded with the kind of quality, targeted audience that such a strategy was designed to attract.

Another important shift is the allocation of marketing budgets. There was a time when pundits were expecting online budgets to take a larger and larger percentage of the overall pie until it eclipsed print altogether. The most current survey of technology advertisers shows for the first time, however, that the percentage of the marketing budget allocated for online is actually dropping: to 13% in 2001 down from 15% in 2000. This metric also demonstrates how online will be a key marketing channel, but not the only marketing channel. In fact, the allocation to print advertising will be five times the allocation to online.

IDG business units are on a path to benefit from both of these shifts. The story of quality content attracting quality audiences is as true online as it is in print, and the revenue shift to targeted online opportunities demonstrates that. And the value of integrated media programs — utilizing print, online, events — clearly marginalizes eyeball-chasing, online-only companies.

Q How is the second quarter of 2001 shaping up vs. the second quarter of 2000?

A As we all know, the second quarter is typically the toughest of the year. This year was especially nettlesome given the uncertainty that took hold at the end of the calendar year. It seemed as if decisions were put in suspended animation as companies tried to gauge just what direction the economy would take. And we see that in our managers' forecasts, where revenue growth is slowing to about 5% in the second quarter with the expectation that it will begin a (slow) climb back in the third and fourth quarters. For the full year, the overall technology market is forecast to grow by 8%, and many key technology sectors — e-commerce software, database software, network hardware, storage — are forecasting double-digit growth.

Moreover, market anxiety can accelerate the need for reliable information, insight and community. IDG's products and geographic diversity serve us particularly well during these kinds of market cycles. Our research business and our expo and conference business, for example, are each growing more than

continued on page 7

Mac Publishing award lets peers honor outstanding effort

Giving credit where credit is due is the simple idea behind Mac Publishing L.L.C.'s peer-based Team Spirit Award. Launched in November 2000, the program recognizes Mac Publishing employees who have gone above and beyond the call of duty in their jobs.

Director of Finance **Eos de Feminis** suggested the peer-recognition program. It motivates the employees who "come up with fresh ideas to make Mac Publishing a wonderful place to work," she said.

Each month, one Mac Publishing department chooses an employee from another department to be their Mac Publishing Team Spirit Award winner. The employee receives the Team Spirit trophy, a mention in division's weekly e-mail newsletter, as well as a special gift and fanfare from the nominating department. When all departments have chosen a winner the cycle begins again.

According to Marketing Communications Manager **Sharon Cordesse**, employees seem happy to have a forum in which to recognize others in the company who make an extra effort, "and I think the employees are happy to be appreciated," she said.

Cordesse herself was an early Team Spirit award winner. She was nominated by Director of Marketing **Hilary Weber** for her work on a direct-mail initiative to current and potential advertisers. "Since the customer database was in bad need of an update, the project was complicated from the onset," Weber wrote in her nomination. "Sharon had to face challenges such as dealing with two different databases, serious Lotus Notes difficulties, and even a postal snafu that threatened to delay the mailing. But she didn't give up, and due to her perseverance the databases were updated and the mailer went out on time."

Hilary Weber (left) nominated Sharon Cordesse for one of Mac Publishing's early Team Spirit Awards.

IDG WORLD UPDATE

The December 2000 winner was IT Specialist **Peps Jara**, nominated by Senior Editor **Linda Comer**. "I was having computer problems at home — I telecommute three days a week — and I had a major deadline looming the next morning and was prepared to work all night," Comer wrote. "I left a desperate message for Peps around 7:00 or 8:00 p.m., thinking if I sounded desperate enough he'd get back to me first thing in the morning. Well, he called me around 9:00 that night to offer me tech support — from his bachelor party! If that isn't going above and beyond, I don't know what is."

For more information, contact Sharon Cordesse at scordesse@macworld.com.

WU

A holiday bonus: Pat McGovern wins Team Spirit award

*Mac Publishing CEO **Colin Crawford** presents **Pat McGovern** with the company's first official Team Spirit award.*

IDG Chairman **Pat McGovern**'s annual tradition of delivering holiday bonuses to each U.S. employee earned him a Team Spirit award from grateful Mac Publishing employees.

"After Pat finished greeting all the Mac Publishing employees on Dec. 8th, we rounded everyone up and presented a giant thank-you card to him, naming him our first official "Mac Publishing Team Spirit Award winner," said Marketing Communications Manager **Sharon Cordesse**. "Pat made a very nice speech and then sent a wonderful thank you e-mail to us to let our employees know how much he appreciated this recognition."

Move over, ESPy Awards, and make way for the IPSie

IDG WORLD UPDATE

*IPSie founder **Tim Clarke** and first recipient **Michele Nealand**.*

IDG International Publishing Services in Boston recently created a peer-based award program to recognize outstanding performance among its 43-member staff, which comprises the IDG News Service, *IDG World Update*, IDG's licensing team, PCW Latin America, the IPS IS group and administrative services.

Tim Clarke, IPS' vice president of licensing, came up with the idea. For years, IPS had experimented with several awards programs but none seemed to fit the eclectic group just right. The "IPSie" is intended to be a fun way for colleagues to show their appreciation for work well done. The nominator must inform the far-flung IPS staff of the winner's "above-the-call-of-duty-performance" via e-mail, and the recipient earns a half-day off and keeps the IPSie trophy for at least a week (but no longer than the next monthly staff meeting) before choosing the next recipient. For those winners not based in Boston, the IPSie trophy will be displayed on a special shelf with the winner's photo nearby.

IPS Financial Coordinator **Michele Nealand** earned the first IPSie for her extra effort in helping train new administrative staff and assisting with the IDG fold-out brochure.

WU

IDG

Week of February 12, 2001

Application Developer (CSG)

IDG's Corporate IS department offers an exciting opportunity in a fun, fast-paced environment. If you are dependable, motivated individual and you enjoy working with new technology this position may be for you. The Application Developer is responsible for developing and maintaining financial systems as well as working on varied and challenging projects including the implementation of a Client/Server billing system. We're looking for someone with 1-2 years experience or a recent graduate with a background in business or information systems and a strong interest in programming. Excellent problem solving and decision making skills are required and solid communication skills are a must. The ideal candidate will have an understanding of basic accounting principles (AR, AP, GL, fixed assets, billing) and experience with the following tools: Visual Basic, GUI Design/Programming, Object Oriented Design/Programming, Web Design/Programming, MicroSoft SQL Server, Client/Server (NT). *Location: Framingham MA*
Contact: J. Carty, Email: **jennifer_carty@idg.com**

Sales Associate (CWI)

Computerworld is seeking a Sales Associate to join our sales team in San Mateo, CA. The Sales Associate position is responsible for providing sales and administrative support for the Account Director in a given territory. The Sales Associate handles a variety of publishing functions from media kit fulfillment to customer service. This position requires excellent communication and organizational skills and the ability to handle a busy working environment and multiple tasks. Attention to detail and follow-up are critical. Teamwork and can-do attitude is a necessity. Knowledge of technology, and/or publishing, advertising agency experience, is a plus. A minimum of 1-5 years of office experience and a bachelor's degree or equivalent work experience are also required. Please e-mail your resume to **jobs@computerworld.com**, fax to 508-879-3760 or mail a hard copy to Computerworld, 500 Old Connecticut Path, Framingham, MA 01701, Attn: Human Resources.

Regional Vice President, Sales (CWI)

Computerworld is seeking a polished sales professional to lead its sales efforts on the West Coast. The individual in this position will be responsible for heading up all Western Regional sales efforts for Computerworld's expanding portfolio of products. In addition to contributing to sales efforts, this individual will be responsible for mentoring and managing a number of senior level sales professionals. Candidates should bring 5+ years of sales management experience with a proven track record of success in selling a multitude of products including web based services. This individual should have a strong background in Sales and Marketing and have a good understanding of the print and online marketplace. In addition, we are looking for an energetic, enthusiastic individual with demonstrated leadership ability and the ability to develop and implement strategic sales. Technology industry experience is necessary. *Location: San Mateo, CA*
Contact: P. Sheer, E-mail: **jobs @computerworld.com**

Software Engineer (IDC)

Software engineer with strong technical and communication skills to develop and support document templates, workflow, and publishing systems in the Publishing Services & Technologies group. Responsibilities include application development and support, systems and data integration, quality assurance and documentation. Job Responsibilities: 1. Develop interfaces into and out of our XML-based content repository. This will involve developing XML DTD's and or Schemas and XSL Style sheets for print and Web. 2. Develop and support Microsoft Word and other templates based on user requirements. 3. Develop detailed design specifications based on high level designs. 4. Develop application programs based on detailed design specifications. 5. Develop and execute test plans. 6. Develop user and technical documentation. This includes, but is not limited to, user guides, administration guides, etc. 7. Perform other duties as assigned. Knowledge & Experience: 1. 2+ years related experience. 2. Desktop publishing and template development experience. Good understanding of Word, Excel, and other Microsoft Office tools. XML a plus. 3. Programming experience: Visual Basic, Microsoft Office Developer Suite, Oracle, HTML. Jav1, Lotus Notes, SQL, XML, and Adobe Acrobat are pluses. 4. Desire to learn is essential. 5. Good communication skills and the ability to work directly with users. 6. Ability to work with limited supervision. Educational Background: BA/BS in CS, CIS, MIS or equivalent. List of Tasks for Software Engineer 1. Participate in the design, development, and implementation of a state of the art XML authoring environment that will allow us to simultaneously author and publish to multiple media types and enhance our automated delivery of content to both our Portals and Partners and to the next generation IDC Web site. 2. Support and development of the Templates used in publishing processes. These are primarily MS Office templates used by IDC employees to author IDC documents and related collateral material. Work will involve creating new templates, designing the corresponding XML dtd's for validation, and the XSL stylesheets for content delivery. 3. Perform other related duties as assigned. *Location: Framingham MA*
Contact: D. Leone, Email: **dleone@idc.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Account Executive (IFW)

InfoWorld Media Group is looking for a tech smart, business savvy Account Executive to join the sales team in San Mateo, CA. Working with emerging technology companies, including E-Business product and service providers, you will sell, prospect and maintain print, on-line and event businesses for InfoWorld's Western Region. In this role, you will also be responsible for making monthly revenue goals within the assigned territory, bringing in new accounts & maintaining a current account list. The ideal candidate will possess 1-3 years of Sales or Sales Support experience; working knowledge of syndicated & market research; a basic understanding of print & on-line advertising; and excellent verbal, written and organizational skills. PC/Internet industry knowledge a plus. Our ideal candidate will also be open to new ideas, have a desire to manage their own accounts, possess tenacity and focus and enjoy working with people.
Location: San Mateo CA
Contact: **resumes@infoworld.com**

Systems Support Specialist (NWI)

Network World is looking for someone with strong customer service skills and knowledge of NT networking basics to provide front line PC support for 160+ employees, including 30 remote staff. The selected candidate will be responsible for the following: troubleshooting desktop problems, dispatching problems within IS team and handling all move, adds and changes related to desktop systems; maintaining and updating hardware/software versions and coordinating with outside vendors to purchase and install equipment. Experience and skills should include: formal training/experience in desktop support; Win95, WinNT, Office97; PC/MAC hardware and software, strong organizational, documentation and communication skills, two to three years in a technical/customer service environment is essential. Light travel may also be required. *Location: Southborough MA*
Contact: **hotjobs@nww.com**

Business Manager (IS)

The Industry Standard is looking for a Business Manager for the Print organization. The Business Manager will be responsible for consolidating and evaluating the Print operating units' financial information during budget process. Senior management will look to the Business Manager for analyses that identify key strategic, financial and operating issues. The Business Manager will be responsible for preparing the Print yearly budgets, monthly activity reports and for justifying all costs. Experience in publishing and solid understanding of G/L, A/P, A/R and payroll. *Location: San Francisco CA*
Contact: A. Patel, Email: **armaityp@thestandard.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

IDC presents Research Quality and Analyst Awards

IDC Chief Research Officer **John Gantz** announced the Research Quality Awards and 2000 Analyst Awards at IDC's company meeting earlier this month. The recipients and their award-winning products are listed below.

RESEARCH QUALITY AWARDS
Lawrence Surtees, IDC Canada
"Capital Spending Caps: Telecom Capital Expenditure Trends and Outlook 1997-2002"

Richard Yen, IDC Japan
"Japan Application Outsourcing Market: Business Models in the Application Management and ASP Market"

David Tapper and **Doug Chandler**, IDC Framingham
"The Computing Utility: Is IT Adopting the Telco Market?"

2000 ANALYST AWARDS

- Most Popular Author (Report)

Chris Hoffman and **Philip Winthrop**
"IDC IT Services Segmentation Definition and Methodology" (March 2000)
Over 176,000 hits on IDCNet.

- Most Popular Author (Bulletin)

Tony Picardi
"eBusiness Speed: Six Strategies for eCommerce Intelligence" (July 2000)
Over 111,000 hits on IDCNet

- Best-selling Author (Report)

Meredith Whalen

***Anthony Picardi, Leo Lipis** and **Ellen Julian** were among the recipients of IDC's Analyst Awards for 2000.*

IDG WORLD UPDATE

"Application Service Provider Leadership Market Forecast" (January 2000)
Over $188,000 in report sales in FY00

- Best-selling Author (Bulletin)

Ellen Julian and **Cushing Anderson**
"U.S. Corporate eLearning Market Forecast" (January 2000)
Over $30,000 in bulletin sales in FY00

- Most Prolific Author on IDCNet

Gary Koch and **Stephanie Li**, IDC Asia/Pacific
81 document points each in 2000

- IDC's Analyst Rookie of the Year

(winner) **Robert Mahowald**
(runner-up) **Leo Lipis**

Q1 Teamwork Excellence Award

The Publishing Services & Technology Consulting Team earned this Excellence Award, which is given to an entire or partial team.

The honorees are: **Jason Gould**, manager, Graphics Services; **David Shapira**, production coordinator; **Bruce Davidson**, graphic designer; **Laurel Heske**, senior graphic designer; **Amy Kotsopoulos**, research editor; **Wade Munson**, graphic production specialist; **Shabnam Sigman**, research editor; **Calvin Wade**, senior graphic production specialist; **Daniela Cimino**, research editor; **Diane LaLumiere**, desktop publishing specialist; **Donna Silva**, desktop publishing specialist; **Mary Ellen Slater**, graphic production specialist; **Nancy Viens**, desktop publishing specialist.

Part of the nomination read, "The team not only manages to help us meet very difficult deadlines, but the work they do with every assignment is handled in the same professional, courteous and timely manner. The quality and time-to-delivery improvements of this team under Jason's leadership have a direct, measurable benefit to IDC's bottom line. We couldn't deliver more than $6 million in software consulting and white papers in FY01 without their valued help."

Excellence Awards

continued from page 1

Product Quality
David Daoud
Senior Research Analyst

In his first quarter on the job, David delivered the complete U.S. Tracker component on time and at a [high-quality] level. In addition he has handled a volume of client inquiry...with energy and aplomb, following up in great detail when necessary.

SALES
Client Service
Marjorick Foisy
Client Service Representative

Marjorick has done an excellent job in serving some of our largest and most demanding clients. In addition to quickly learning the ropes, she played a very big role in the Q1 sales results (the team sold its annual quota in a three-month period).

CORPORATE SERVICES
Team Player
Bruce Davidson
Graphic Designer

Bruce clearly communicates complex tasks so they can be easily digested by those he works with. He also works well with the management team and readily suggests solutions regarding workflow, knowledge capture and process.

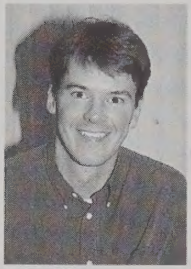
Quality
Daniela Cimino
Research Editor

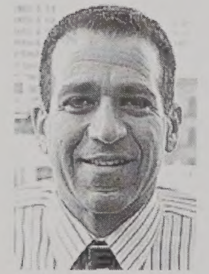
Daniela is a consistently outstanding performer. Last year, she significantly improved the quality of IDC's three weekly e-mail newsletters. She also assisted in establishing the editorial procedures for the Marketing Fact Sheets and has improved the quality of IDC's Consulting documents.

noteworthy people

McInnis

Thaler


Grandin


Salem

Stein

Sydney

IDG WORLD UPDATE PHOTOS

Promotions

After a year with IDC, Analyst **Andrea Poretsky** has been promoted to senior analyst. "Andrea has carried a very heavy project management workload while maintaining a high level of customer service," said **Alan Farias**, research director, Demand-Side Research group. "She played a major role in the creation of new departmental procedures, as well as the creation of an internal customer satisfaction survey so that our group can improve its services. We are also using new research suppliers that Andrea brought in."

CIO's **Katherine Noyes** has been promoted from columns editor to senior columns editor. "In the past year, she's done a great job signing up unusual and interesting thinkers for the Difference Engine column, recruited new columnists for the front of the magazine, and worked with Leadership authors Pat Wallington and Chris Hoenig to bring *CIO*'s readers the best IT leadership advice around," said *CIO* Editor-in-Chief **Abbie Lundberg**. "Now she'll be broadening her focus to cover all *CIO*'s columns, making sure that we've got the best possible people writing on the most relevant topics for CIOs. She continues to cover IT Value for *CIO*, including editing the Value Proposition feature."

New employees

Desktop Support Specialist **Michael McInnis** comes to IDC from a similar post at Fallon Healthcare. He is a certified Compaq Systems technician and completed his schooling for CompTIA Network+ certification. Outside the office Michael enjoys weight training, skiing, tennis and cooking.

Michele Rosen has been hired by IDC New York as a research manager with the Software group. She was previously vice president of content strategy with iAnalyst.com. She graduated from New York University with an M.A. in journalism and enjoys photography and literary translation.

Previously a senior account manager with Protocol Communications, **David Luth** is now a senior leads qualification specialist with IDC's Hardware group. He is studying business at Mount Wachusett Community College in Gardner, Mass., and enjoys volleyball, keeping fit and "anything outside."

Direct Mail Marketing Manager **Simon Thaler** comes to *PC World* from his role as account coordinator with Strategic Marketing Resources, Inc. He earned a B.A. in telecommunications from the University of Oregon and likes to play softball and collect baseball memorabilia.

Previously a Web engineer with Manufacturing.net, **Joel Grandin** now plays a similar role at ITworld.com. He graduated from Worcester (Mass.) Polytechnic Institute with a B.S. in mechanical engineering and enjoys mountain biking and snowboarding.

Previously Western advertising director for Internet.com, **Lee Salem** has been hired by ITworld .com in San Francisco as Northwest district sales manager, selling broadband and other ITworld products to strategic accounts. He holds a B.A. in theatre arts from the State University of New York/New Paltz. A committed audiophile, he owns the complete set of 260 Mobile Fidelity Sound Labs gold CDs, a series of discs with high-quality sound produced from master recordings.

IDG International Publishing Services welcomes new Office Coordinator **Hara Stein**. She was previously an administrative assistant in surgical programs at the Massachusetts General Hospital Weight Center. She studied liberal arts at Boston's Northeastern University and enjoys making beaded jewelry and reading.

Administrative Coordinator **Shari Beranbaum** comes to *Computerworld* from the Trust Advisory Group where she was executive assistant to the chief executive officer. She holds two degrees from Lesley College in Cambridge, Mass, a B.S. in elementary education and an M.A. in special needs education. Away from her desk she enjoys working out and reading.

Transfers

After nearly 10 years as an online researcher with *Computerworld*, **Lisa Sydney** joins the CXO Media Online team as an online content researcher. She holds a B.A. in English from Regis College in Weston, Mass., and enjoys watching movies from the 40s and 50s, antiquing and studying the Harlem Renaissance, a U.S. cultural movement in the 1920s.

Etc.

During a company meeting earlier this month, IDC President and CEO **Kirk Campbell** presented a recognition award to Senior Vice President of Worldwide Sales **Don Best** in honor of his 15 years of service to IDC. Best joined IDC in June of 1984 as an account executive in New York City, with a client base made up of leading financial institutions, followed by a series of sales assignments covering most of IDC's customer base. Before being named to the post of senior vice president in 1997, Best was vice president for Consulting Sales, Marketing and Operations, having been one of the founders of IDC's now-burgeoning consulting program.

IDG WORLD UPDATE

*IDC's **Don Best** (right) accepts a 15-year service plaque from IDC President and CEO **Kirk Campbell**.*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Richard Priante *Network World*

17

Gérard Adamis *IDG France*
Wes Nihei *GamePro*
Iris Clench *IDG Australia*

16

Robert Kanes *PC World*

15

Linda Gorgone *Computerworld*
Deb Goldstein *IDG List Services*

14

Olga Fernandez *IDG Spain*
Magdalena Zabala *IDG Spain*
Vicki Brown *IDC*

13

Carole Prigent *IDG France*
Eric Ochs *IDC France*
Dorothy Rosenthal *IDC*
Kevin Burns *IDG*

11

Monica Capuzzi *IDG Italy*
Cheryl Asselin *CXO Media*

9

Sarah Fenton *IDG U.K.*

8

Elana Varon *CXO Media*

7

Nicholas Kaufmann *IDC*
Jennifer Koppy *IDC*
Michael Vizard *InfoWorld*
Vladimir Vladkov *IDG Bulgaria*

6

Bahattin Apak *Macworld Turkey*
Michelle Chan *IDG Hong Kong*

5

Judy Bratton *PC World*
Marcus Wilkinson *Digit*
Karen Fogarty *CXO Media*

4

Elliott Kirschling *PC World*
Frédéric Bonnin *IDG Global Solutions*
Jean-Luc Gonzalez *IDG France*
Kaoru Tamura *IDG Japan*
Daniela Pedrini *IDG Italy*
Dennis Byron *IDC*

3

Charyle Gandee *PC World*
Laurence Combes *IDG France*
Carole Garrido *IDG France*
Peter Bradley *IDG Global Solutions*
Simon Thomas *IDG Global Solutions*
Scott Mendham *IDG Australia*
Katharine McLucas *InfoWorld*
Nadia Krasteva *IDG Bulgaria*

2

Tracy Yee *PC World*
Laure Lamy *IDG France*
Alain Cro *IDG France*
Karim Bahloul *IDC France*
Iseult Bottoni *IDC U.K.*
Jörg Breit *IDG Germany*
Susanne Skov *IDG Denmark*
Megan Colquhoun *IDG New Zealand*
Russell Kay *Computerworld*
Sara Shay *CXO Media*

1

Bud McLeod *PC World*
Amanda Navone *IDG.net*
Stéphane Escobossa *IDG France*
Jeannette Gonzalez *GamePro*
Lee Gibbons *IDG Global Solutions*
Aaron Read *ITworld.com*
Michael Ferreira *Network World*
John Humphreys *IDC*
David Reinsel *IDC*
Jasmine Sahney *IDC*
Marciano Ramos *InfoWorld*
Thomas Yager *InfoWorld*
Sherry Calabrese *IDG*
Teri Whitehair *IDG Executive Forums*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Executive Q&A

continued from page 3

12% in the second quarter worldwide, with growth rates of 20% outside the U.S.

Advertising is more prone to pullback in times of market uncertainty, but that is not only a cycle with which IDG's managers have considerable experience weathering, but it can also be a time of advantage: advertising dollars tend to get concentrated in proven, targeted media (the latest independent survey of the 2001 marketing plans for technology vendors shows, for example, a 10 percentage point increase in the budget allocation to technology publications, and a significant decline in television and radio spending) and weaker competitors struggle for survival (a privately held, well-financed company like IDG can continue focusing on satisfying our customers rather than satisfying outside investors).

We have every confidence that our business unit managers have the experience and the fortitude to make the decisions necessary to keep their companies healthy, and provide leadership just as inspiring in this turbulent market as they have in this past, buoyant market. So while we finesse our way through this short-term anxiety, we recognize that the market's rediscovered respect for information products that have deep and enduring relationships with buyer communities will allow IDG to gain momentum, size and strength through this market cycle — just as it has through every other cycle in its 37-year history.

Asia Pacific Online Meeting set for March 6-8 in Beijing

The next Asia Pacific Online Meeting, will be held at the Shangri-La Hotel in Beijing March 6- 8. The preliminary agenda for the meeting is posted on the Global Web Support Center site (www.supportcenter.com).

IDG employees involved in the technical, sales or editorial aspects of online publishing will learn the latest on what their colleagues are doing in those areas as well as hear presentations from DoubleClick representatives and a keynote address from Bruce Dover, managing editor, CNN Interactive Asia.

Registration for the meeting is ongoing and registration forms are available for download from the GWSC site.

For more information contact **Mark Evans**, director, Asia Pacific Global Web Support Center, at mark_evans@idg.co.nz.

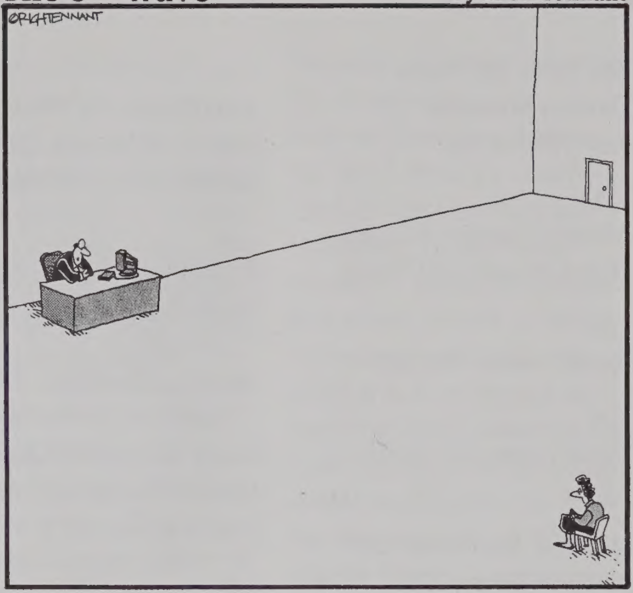
off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Tuesday, March 13.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners will receive *IDG World Update* screen sweeps.

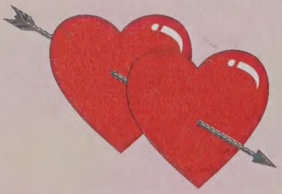
Fax your creations to 617-423-0712 or send them to world_update@idg.com.

The 5th Wave By Rich Tennant



Happy Valentine's Day!

In fifth-century Rome the festival of Lupercalia was held in mid-February. An ode to Lupercus, the pagan god of fertility, it was a celebration of sensual pleasure and a time to meet and court a prospective mate. During Lupercalia a lottery was held in which young men would draw the names of teenage girls from a box and they would be partners for the festival's duration. In A.D. 496, Pope Gelasius outlawed the festival but wanted to replace it with a similar, more morally suitable, celebration. He needed a "lovers" saint to replace Lupercus. The martyred Valentine was chosen as the patron saint of the new festival.



One school of thought believes Valentine was a Roman martyred for refusing to give up his Christian faith. Legend has it that through his faith he healed the blind daughter of his jailer and before his execution sent her a farewell note signed "From your Valentine." Other historians hold that Valentine was a temple priest jailed around A.D. 269 during the reign of Claudius the Goth. Claudius was having trouble recruiting young men for his army and thought marriage was the culprit, believing that it made the men weak. Valentine was said to have performed many secret marriages, despite an edict that marriage was illegal. When Claudius heard about Valentine he tried to convert him to paganism; when that failed Valentine was stoned and beheaded.

Pope Gelasius also ordered changes in the Lupercalian lottery. Instead of the names of young women, the box would now contain the names of saints. Both young men and women were allowed to draw from the box and were to emulate the ways of the saint they drew for the rest of the year. Instead they latched onto the more romantic aspect of St. Valentine's religious life. While not immediately as popular as the more passionate pagan festival, the concept of celebrating true love became known as Valentine's Day.

THE BUCKETS® by Scott Stantis

SO, HOW IS THE UPGRADE GOING?
WELL, IT HAS HELPED OUR COMPUTER CROSS THAT FINE LINE THAT SEPARATES THE FINELY-TUNED HIGH-TECH MACHINE FROM A REALLY BIG, BEIGE PAPERWEIGHT.
STANTIS
10/8

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and finally.

Send *IDG World Update* your ideas!

Has your business unit or department reached an anniversary or celebrated an important milestone or success recently? Send an e-mail to world_update@idg.com with the basic who/what/when/where and why and the *World Update* editors will follow up promptly.

In addition to news we're always on the lookout for interesting employee profiles (on the job features, outside the office interests, etc.) Feedback on any aspect of *World Update* is always welcome.

Contact the editors at world_update@idg.com.

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Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

IDG World Update

19 FEBRUARY 2001
VOLUME 31, NUMBER 8

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Convenient. Comprehensive. Confidential. It's the new HR Web site!

IDG WORLD UPDATE

The Employee Connection's project team consists of (back, L-R): HRIS Manager/Project Team Leader ***Julie Boudreau****, Senior HRIS Analyst* ***Amy Cray****, Corporate HR VP* ***Karen Budreau****, Nuvosoft consultant France Lempron and HRIS Analyst* ***Debi Temple****. (Front, L-R): former Compensation Manager Mary-Jo Porcello.*

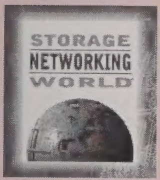
IDG's U.S. employees will soon have easier access to benefits, training and other human-resources-related information when the new HR Web site, The Employee Connection, begins its business-unit-by-business unit rollout the week of Feb. 26, beginning with IDG's Five Speen Street location in Framingham, Mass.

"The Employee Connection site lets employees access their records, update personal information, review and enroll in training and development courses, reference the Employee Handbook and update benefit elections when life events occur such as marriage or the birth of child," said VP/Corporate Human Resources **Karen Budreau**. "Now there's no need to search through your desk drawers or walk the halls for manuals and brochures that may well be outdated. Most of the information employees need will be online and continually updated."

Human Resources has had databases on Lotus Notes and IDG Central for several years, but the new Web site will serve as a centralized site that will include more information than was previously available on Lotus Notes and IDG Central. It also offers confidential self-service transactions so that em-

continued on page 5

SNW partners



The Tokyo conference was the fourth SNW event and the first to be held outside the U.S. Co-owners CW and the Storage Networking Industry Association (SNIA) teamed up in October 1999 to produce the first SNW in the U.S. and are in the midst of a five-year contract to produce more events (two per year in the U.S. alone), a minimum of five SNIA-endorsed white papers yearly and other products, such as *SNW Online* and the second annual *Storage Industry Directory and Buyer's Guide*, which will appear in September.

Storage Networking World makes international debut

The inaugural Storage Networking World®/Tokyo conference drew overflow crowds to the Tokyo International Forum last month. Organized by IDG Japan, U.S. *Computerworld* and the Storage Networking Industry Association (SNIA) in conjunction with IDC Japan, the two-day series of sessions pulled in more than 5,000 corporate executives, high-level IT professionals, researchers, storage specialists and networking experts — many more than were expected – looking to set their future storage implementation, deployment and management strategies.

"The reaction to the opening ceremony, keynote address and main sessions of the first-ever Storage Networking World/Tokyo was clearly very positive," said **Leo Leger**, Computerworld director, strategic initiatives. "A capacity audience of some 500 registrants heard **Setsuro Tamai**, president of IDG Japan, introduce the new conference and special guests."

The opening keynote address, "Open for e-business" was presented by Linda Sanford, senior vice president, Storage Group at IBM. Sanford noted that investments in storage are ready to surpass investments in servers as demand for storage climbs in response to the rapid growth of e-business. According to Sanford, interoperability is "an absolute necessity for the e-business infrastructure and the key to interoperability is open standards." Leger said her comments, professional delivery and industry stature were appreciated by the audience.

Brenda Christensen, vice president of marketing and sales with Troika Networks said she was im-

continued on page 5

in brief newsworthy

IDG/Wysdom alliance paves way for global delivery of online content

IDG has negotiated a special pricing arrangement with Wysdom, Inc., a wireless software and infrastructure company. The alliance enables any of IDG's 270 Web sites to choose the Wysdom platform for delivery of online content to virtually any wireless device. In addition, IDG has been chosen as the exclusive IT content provider to Wysdom's Mobyle Application Program (MAP), which is at www.web2mobile.com. The web2mobile site is similar to other sites such as AvantGo.

MAP is Wysdom's core proprietary technology containing all the key functionality required to deliver reliable mobile solutions. MAP interacts with enterprise systems and data sources, adding wireless logic to meet specific customer requirements, before sending the information to devices throughout the world.

Through Wysdom's platform architecture and wireless expertise, readers using WAP-enabled phones, portable PCs, pagers, digital phones and other wireless devices will be able to get live feeds 24 hours a day on breaking technology news from their favorite IDG publication.

WEB2MOBILE
EVERYWHERE YOU ARE!

Business units that have been using other companies' delivery for PDAs (such as *InfoWorld* with AvantGo and *The Industry Standard* with Oracle) may still use Wysdom as an additional option, as the IDG/Wysdom deal is non-exclusive.

Web sites using any language may use Wysdom's technology, although languages that use double-byte characters (Korean and both simplified and traditional versions of Chinese, for example) should contact **Erin Wayman**, IDG Communications vice president, global ad operations and business development, to see if there are any special considerations. For more information on the Wysdom alliance contact Wayman at erin_wayman@idg.com.

ROCS event brings prestige and publicity, solidifies IDG Romania's excellent reputation in the IT arena

Widely regarded as Romanian's best IT event of the year by both the local IT community and the financial press, the sixth annual edition of the Romanian Computer Show (ROCS) took place late last November at the Marriott Grand Hotel in Bucharest.

Under the banner "IT Meets Business," ROCS 2000 — The Millenium Edition featured 32 separate seminars and panel discussions that attracted 2,450 participants over the course of its four-day run. ROCS, which is actually somewhat of a misnomer as the exhibition or show portion of the event was dropped after the second edition, is designed to provide qualified professionals and IT decision makers a highly interactive forum for exploring the most pressing issues and concerns facing them in their jobs today.

Each of IDG Romania's three publications organized a half-day conference focusing on a different area. *Computerworld* explored "How Can a Company Improve Its Efficiency with the Best ERP/ CRM Solutions?" *PC World* looked at "What are the Most Important Needs of a Modern Manager?" and *Network World* organized two conferences: "To Communicate — the Sine Qua Non for the Success of Your Company" and "Trends in Communications for the Third Millenium."

In addition, some 46 companies paid to participate in the seminar and panel discussion track. For one price, they received use of a room, invitations to the conference program for themselves and their customers and prospects, access to IDG Romania's database for pre-event mailings, a listing in the ROCS Event Catalog and coverage in IDG Romania's publications.

Also included were invitations to the annual IDG Romania Excellence Awards ceremony which takes place during ROCS and honor the best IT solutions and projects implemented in the Romanian market during the year. Awards are also presented for most successful entrepreneur and best marketing strategy.

The event garnered impressive press coverage in the local market, according to IDG Romania Managing Director **Mihaela Gorodcov**, including four TV shows devoted to ROCS and more than 20 articles in the local press. "ROCS is an event that brings us a lot of prestige, and year after year it consolidates our excellent reputation and standing in the market," Gorodcov said.

For more information, contact Mihaela Gorodcov at mihaelag@idg.ro.

IT careers.com
a service of ITworld.com

ITcareers.com Rated 'Best of the Best'

ITcareers.com, the online recruiting and job seeking service of ITworld.com, was named a "Best of the Best" Web site for recruiting and job seeking by CareerXroads 2001 edition, the human resource industry's authority on online recruiting resources.

Part of IDG's JobUniverse network, ITcareers.com was chosen as one of the best sites for recruiting and job seeking because of its valuable content, smooth navigation, strong business model and real-world marketing strategy, as well as the cutting-edge technology incorporated into the site.

More information is available online at www.infofirstsecure.com/careerxroads/news/50best.html.

executive Q and A

Tatiana Hinova
The general manager of IDG Bulgaria is this week's columnist. She may be reached at tatiana_hinova@idg.bg.

IDG Bulgaria at-a-glance

Year established 1990

Number of employees 26

Publications Three major (*PC World, Computerworld* and *Network World*) and 12 magazine-type supplements.

Events Conferences on e-Defense, e-Banking, e-Government and e-Insurance.

Most recent achievement *PC World* was named third most influential advertising medium by Gallup International.

Web site www.idg.bg

Q Can you give us a brief overview of the history of IDG Bulgaria?

A Three months after [IDG Chairman] **Pat McGovern** visited Sofia in July 1990 looking for a partner in Bulgaria, in the middle of national democracy strikes, we established a joint-venture company with a government publisher, Technika. Two months after that, on Jan. 18, 1991, the first issue of *Computerworld Bulgaria* rolled off the presses. That was an interesting and challenging time. Prior to the fall of the Berlin Wall, Bulgaria had been the biggest producer of PCs and mainframes in the former Soviet bloc, but ordinary citizens were not able to buy computers. In 1991, we were in the midst of a transition from a socialist to market economy. When *Computerworld* appeared more than 100 computer-assembly companies were starting up. People were starving for information. In the two weeks prior to our launch, we signed up 2,127 paid subscribers.

Following our successful launch of *Computerworld*, we began publishing *PC World Bulgaria* in 1992 and *Network World Bulgaria* in 1993. In 1994, we began creating monthly vertical industry supplements to *Computerworld*. This series now includes: *IT in Banking, IT in Accounting, IT in Insurance and Pension Funds, IT in Marketing* and *CAD/CAM World*. We also publish a number of product catalogue-type publications.

Q What is the current state of the IT market in Bulgaria and how does IDG Bulgaria fare against its competition in the local IT publishing market?

A The total IT market in Bulgaria is still very small. According to IDC, the entire market was valued at less than $197 million in 2000 with PC sales accounting for some 91% of market sales. In a country with a population of 8.2 million people we have 10 IT weeklies and 13 monthlies, plus our IDG Vertical Series. When I started with IDG, I learned that Bulgaria's total IT ad spending is 0.5% of the gross IT market volume, so you can image how fierce the competition is for advertising dollars.

All of our publications are leaders in their markets. *Computerworld* has the highest number of paid subscribers of any IT publication in Bulgaria, and *PC World* has a circulation three times higher than the country's average for IT monthlies.

Q As the IT market was developing in Eastern Europe during the early '90s, some players in the IT publishing market were IT firms themselves. Is this still true in Bulgaria?

A That is still true. Two weeklies and three monthlies officially belong to local hardware distributors. Unofficially almost all of the competitors are involved in some type of IT business. Being a part of IDG, we consider independence to be one of our most valuable assets. It has allowed us to earn the trust of our readers and is central to our success.

Q Does "brain drain" remain a problem in Bulgaria?

A This is a dramatic phenomenon. As part of the Soviet Socialist bloc for 50 years, Bulgaria was closed. People were not able to travel and had very limited access to what was going on in the rest of the world. The impact of the fall of the Soviet Union and the opening of our markets has been significant. According to the IDC/World Times Information Society Index, Bulgaria is now ranked 34, up from 36 last year. [The IDC/World Times Information Society Index is a measure of 55 nations' abilities to access and absorb information technology. At the top of the list are countries including Sweden, Norway, Finland and the U.S.] In this era of globalization, many of the most developed democracies are experiencing a lack of IT professionals. In the last 10 years, Bulgaria has lost more than 95,000 of a total of 130,000 IT workers who have left the country to pursue careers elsewhere. Recently, Bulgaria's IT Association, working with several government agencies, has launched some initiatives aimed at retaining our skilled IT workers, but we expect a serious loss of workers to persist for up to five more years.

Q What is the Internet penetration in your country, and how is it affecting your economy so far?

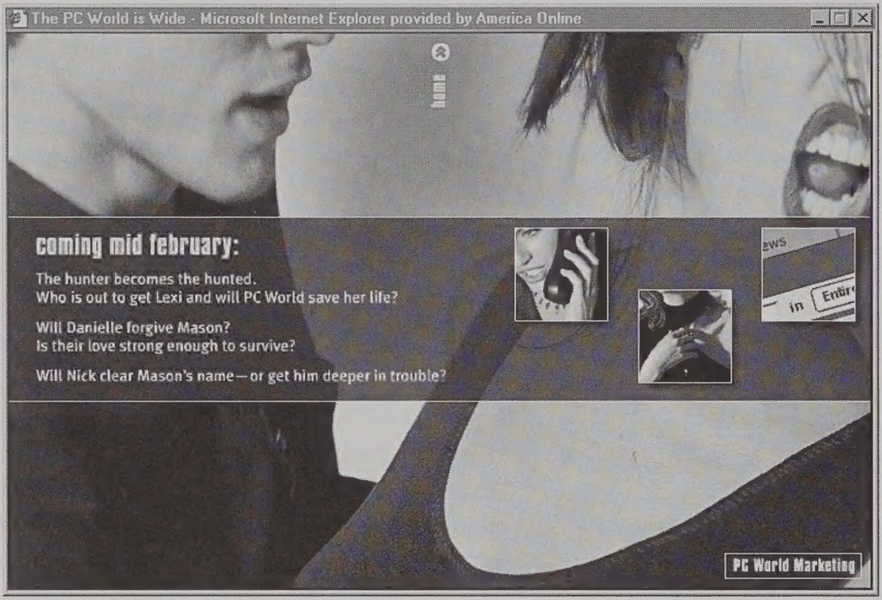
A The latest data shows that only 4.5% of the total population have Internet access. There is a national program aimed at promoting B-2-B e-commerce to small and mid-size enterprises as well as to schools and universities. The number of small to mid-size business Web sites is doubling every six months.

Q What are the top challenges facing IDG Bulgaria in the coming year?

A We are a traditional paper publisher. We are a well-established, growing and nicely profitable company. Our *PC World* is No. 3 among all monthlies in the country. Our challenge is simple: to keep growing and increasing our profit margins while exploring the most promising opportunities presented by the New Economy with limited human resources because of brain drain, a small market marked by advertising price wars and fierce competition. Simple!

“The PC World is Wide” adds drama to agency pitch

Nick: *It seems your network isn’t the only thing giving you trouble.*
Danielle: *Always the charmer. I see you got my message.*
Nick: *For you, I’d drop everything. What seems to be the matter – on all fronts?*
Danielle: *Something’s infiltrated my new network. And, your little friend – Miss All About Eve – is trying to infiltrate my life.*
Nick: *Ah, yes. You’ve been Lexied. Can’t do much about that. But let’s check the network.*


The PC World is Wide - Microsoft Internet Explorer provided by America Online
home
ews
in
Entir
PC World Marketing

coming mid february:

The hunter becomes the hunted.
Who is out to get Lexi and will PC World save her life?

Will Danielle forgive Mason?
Is their love strong enough to survive?

Will Nick clear Mason’s name—or get him deeper in trouble?

“The PC World is Wide” interactive drama unveils its final installment on March 5.

So runs a story of treachery, backstabbing, love and drama, all in the name of *PC World*. The San Francisco-based monthly challenged its ad agency Diamond, Morgan, Northend, Albers (DMNA) to come up with an intriguing way to promote the PCWorld.com Web site to advertising agencies and media planners. After meetings with focus groups of media buyers and agency executives, DMNA came up with the interactive Web drama, “The PC World Is Wide”– ‘Where the passions run deep and the secrets run deeper’ (www.thepcworldiswide.com).

“The goal was to reach this group of smart, yet cynical, agency decision makers to introduce them to the redesigned PCWorld.com site and re-educate them about its visitor profile of tech-savvy managers,” said PCW Public Relations Manager **Amy Dalton**. “We wanted to go beyond direct-mail pieces and banner campaigns, to not just sell the benefits and features of the site but to entertain and surprise them.”

Set in Halcyon Hills with a cast of six characters, “The PC World Is Wide” is made up of three interactive Web episodes with video and sound clips: the first episode launched Jan. 22, the second on Feb. 12 and the next is slated for March 5. As the plotlines unfold and site visitors watch how the characters use PCWorld.com to solve their business problems, visitors are also encouraged to interact, learn about PCWorld.com and spread the gossip through polls, links to PCWorld.com articles and prizes.

“We are promoting our Web site to advertisers with a Web site that takes advantage of the medium,” said **Sandy Wong**, PCW director of marketing. “It’s not meant to be serious; we want visitors to have fun with it.”

Readers of *PC World* and its Web site “are a lot cooler than anyone imagined, so we wanted to create a world around them and showcase them in a compelling way,” said Todd Diamond, DMNA creative director.

The site has won kudos from the critics. “When you do something creative, you can go over the top, but then you run the risk of your audience not being able to identify with what you are doing,” said Laura Mitrovich, Yankee Group program manager. “I think this will get people’s attention. It really reflects the forward thinking of *PC World*.”

Will tech guru Nick Costas find the virus at eCouture? Who sent the incriminating photos of Nick and Lexi to Danielle? Log on next month… **WU**

Sweden remains No. 1 in Information Society Index

For the second consecutive year, Sweden has captured the No. 1 position as the world’s dominant information economy, according to the 2001 IDC/World Times Information Society Index published earlier this month. The U.S., which was second last year, fell to No. 4, exchanging places with Norway. Finland is ranked No. 3.

The ISI ranks countries according to their ability to access and absorb information and information technology. The rating is based on four infrastructure categories: computer, information, Internet, and social infrastructures.

The fifth annual Information Society Index tracks data from 55 countries that collectively account for 97% of the global GDP and 99% of IT expenditure. The data sets are drawn from highly reliable sources including IDC, UNESCO, ITU, World Bank and Freedom House. The ISI has emerged as a critical global strategic planning tool.

IDC leads the research efforts of the project and co-markets the study with World Times, Inc. Key IDC contributors this year were Program Manager **Stephen Minton** and Research Analyst **Ludovica Bruno**, both with the Worldwide IT Markets and Strategies group.

For more information contact Programs Marketing Specialist **Michelle Berube** at mberube@idc.com. More details will soon be available at www.idc.com/ITOver/ISI.htm.

The ISI top 20

Overall ranking of the top 20 countries in the 2001 IDC/World Times Information Society Index.

1. Sweden
2. Norway
3. Finland
4. United States
5. Denmark
6. United Kingdom
7. Switzerland
8. Australia
9. Singapore
10. Netherlands
11. Japan
12. Canada
13. Germany
14. Austria
15. Hong Kong
16. New Zealand
17. Belgium
18. Taiwan
19. Korea
20. Ireland

Director of Marketing (EXF)

IDG Executive Forums is seeking an experienced, entrepreneurial marketing executive to lead it's corporate and product marketing department. The winning candidate will drive the development and implementation of brand building strategies for our premier executive conference brands and their companion editorial products, while leveraging these brands into corporate branding opportunities. Candidate will sit on the company's senior management team and contribute to the development of new products and corporate growth. Responsibilities will include driving attendee revenue, increasing brand awareness, supporting the sales organization and working with internal teams, and external resources, to ensure consistency of our corporate and individual brands. Additional responsibilities include creative service management, vendor relations and PR management. The ideal candidate will have an entrepreneurial spirit, strong written and verbal communications skills, strong management and leadership skills, crisp decision making ability and have a solid background in event marketing -- utilizing both innovative online and traditional direct marketing methods. This positions reports directly to the company president. Requires 7-plus years experience.
Location: San Mateo CA
Contact: L. Browne, Email: **lisa_browne@idg.com**

Ad Sales Associate (GMG)

IDG GAMES MEDIA GROUP (GamePro) is looking for a high energy, organized individual to provide sales and administrative support to two regional sales managers in our San Francisco, CA sales office. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and a collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and rfp's. Ideal candidates have a customer service orientation and thrive in a fast-paced environment, strong writing skills and attention to detail, excellent multi-tasking skills, PC computer experience, familiarity with Microsoft Word, Excel, Powerpoint, ACT for Lotus Notes and a minimum of 1-2 years business experience. If interested, please contact Kristin Shackelford at **kshackelford@gamepro**.com or fax resume to (415) 975-2602.

Circulation Director (GMG)

IDG Games Media Group, Inc. a division of IDG Communications, Inc. and publisher of GamePro Magazine is seeking an enthusiastic, creative and strategic leader for its circulation team. The ideal candidate will have 10+ years experience managing paid subscription and single copy sales functions. Experience in a teen consumer marketplace is a plus. The responsibilities will include managing subscription marketing and renewal programs, strategic planning, budgeting, modeling, ABC audits, and comprehensive reporting. This position is a senior level position in a circulation driven organization where teamwork, effective communication and management skills are key to success.
Location: San Francisco CA
Contact: B. Sours, Email: **bsours@gamepro.com**

Marketing Programs Manager (IDC)

IDC is looking for a senior marketing professional to promote IDC's new research products and on-going partnering programs in a team environment. We are seeking an independent self-starter who at the same time derives professional satisfaction from contributing to team initiatives. This person will be responsible for promotional writing, logistics for executing monthly marketing campaigns, tracking success/failure of campaigns, and internal communication to analysts and sales. This person will also assist with creation of marketing collateral, sales tools and web site content. The position will interface with marketing, analysts and sales teams across IDC to execute targeted marketing campaigns. The ideal candidate must be organized, creative, and capable of working on several different projects simultaneously. 5+ years of marketing experience including promotional writing, creative visualization and marketing communications is desired. Familiarity with Microsoft Office products is essential and knowledge of graphic programs is suggested.
Location: Framingham MA
Contact: D. Leone, Email: **dleone@idc.com**

Research Product Manager (IDC)
IDC's New Business Initiatives team is looking for a research product manager who will help launch new research areas and products for IDC. This will require interpreting the research needs of IDC's customers and working with industry analysts residing in various groups across IDC to produce globally consistent market definitions, analyst opinions, and market forecasts. The successful candidate will have strong competencies in the area of team building, business development, and analyzing information technology and services trends. The ability to convey often complex market models and analysis of future trends in written, verbal, and visual form is further required. Quantitative skills and knowledge of the networking and/or services industries are highly desirable.
Location: Framingham MA
Contact: D. Leone, Email: **dleone@idc.com**

Senior Editor (IFW)
InfoWorld, an award-winning business and technology media company, seeks a Senior Editor to plan, develop, and edit feature-length business and technology stories, how-to articles, and technical analyses, as well as timely product reviews of enterprise hardware, software, and solutions. You will meet weekly deadlines, juggle multiple tasks, follow technical beats, and work in a team-oriented environment as well as represent InfoWorld at industry events. Top-notch writing and editing are a must; knowledge of corporate computing issues is a plus. The position requires 3-5 years of journalism experience, computer publishing preferred, as well as a proven track record as a team player and problem solver. InfoWorld Media Group is a company of IDG, the world's leading global provider of information technology. IDG publishes more than 300 magazines and newspapers and 4,000 book titles and offers online users the largest network of technology-specific sites around the world through IDG.net. Located in San Mateo, California, in the heart of Silicon Valley, we offer an exceptional compensation and benefits package and opportunity for career growth. Company information is available at http://www.infoworld.com. Email resume and cover letter to: **resumes@infoworld.com** or fax to: 650-312-0668.

InfoMarket Account Manager (IFW)
InfoWorld, the leading IS news publication, has an opening for an inside sales professional in our San Mateo office. This individual will be responsible for selling advertising space to high technology firms and managing a sales territory for the direct response section of the publication. 1-3 yrs inside sales experience and knowledge of the PC/Internet Industry required. We offer a competitive salary and top-rated benefits package, and an opportunity to work with outstanding technology news professionals.
Location: San Mateo CA
Contact: B. Simkin, Email: **barbara_simkin@infoworld.com**

Director, Broadband Production (ITW)
The Director, Broadband Production is responsible for the overall development, production, and delivery of custom and editorial broadband programming for an audience of enterprise IT professionals. Primary responsibilities include leading a staff of highly skilled Webcast Producers, developing streaming media content, managing projects and budgets, negotiating contracts, and building client relationships. The qualified candidate will have a BA degree or equivalent with at least 7+ years experience with Video/Audio production, including 2+ years of Original Content Development for Electronic Media and 8-10 years overall video/broadband experience with at least 5 years management experience. The ideal candidate will have experience with non-linear video editing, streaming technologies (Real Media and Windows Media Player) and IT training and/or curriculum development. Candidate must have excellent leadership and project management skills with the creativity to develop innovative products and the discipline to deliver them on time and on budget. Experience working in a content publishing environment is desired but not required. *Location: Southboro, MA*
Contact: S. Brown, Email: **susan_brown@idg.com**

Go to **http://careers.idg.com** to view all current job opportunities at IDG

HR Web

continued from page 1

ployees can amend their personal information directly. Changes regarding addresses, beneficiaries, emergency contacts, tax withholding and other data can be made without worrying about forms getting misplaced in the mail. Employees will also be able to update their files regarding recently earned college degrees.

"We've automated as much as possible, but there are a limited number of transactions that still require original forms and signatures due to vendor requirements or the need for supporting documentation such as receipts," Budreau said. "For forms that do still need to be filled out and submitted, such as medical claim forms, fitness and tuition reimbursements, forms can be downloaded from the site. Employees can also be assured that the forms they are accessing are the most recent version."

One key benefit of The Employee Connection will be consistent communication. All IDG U.S. employees will have simultaneous access to timely information across all HR areas, including training and development courses, benefit open enrollment guidelines and announcements.

The site is the result of the efforts of representatives from each of the U.S. business units. "This was clearly a collaborative effort on the part of a number of people to help employees handle their day-to-day HR transactions more efficiently," Budreau said. In addition to Budreau, the core team consisted of HRIS Manager/Project Team Leader **Julie Boudreau**, HRIS Analyst **Debi Temple**, Compensation Manager Mary-Jo Porcello, who is no longer with the company, and Senior HRIS Analyst **Amy Cray**.

For more details contact your HR team.

A secure connection

IDG Human Resources has taken numerous precautions to ensure that The Employee Connection will be a secure site. Among them:

- All users must login by supplying a user ID and password; the password can be up to 10 characters long.
- All sensitive information entered by a user or shown to a user is encrypted.
- When the user logs on, the date and time (Eastern Standard Time) of the last login will be displayed. This security feature will alert a user if someone else has tried to access their account.
- Pages showing salary, social security number and other personal information are never cached to the local disk drive of the user. As soon as users close their browser window, they can be assured that no one else can see their information by tampering with temporary Internet files stored on the workstation.
- After 30 minutes of inactivity, the user is automatically logged off from the system. When this happens, the browser center window is blanked out and a warning message appears. This ensures that no one could see information or update information that is not theirs after 30 minutes of inactivity.

Storage Networking

continued from page 1

pressed with the enthusiastic reception she and Leger received after speaking on the relationship between the SNIA and *Computerworld* that has created the Storage Networking World (SNW) brand, conferences, industry custom publications and the recently announced storage community Webzine, *SNW Online*. "The audience's reaction to the mission of a 'global' SNIA and to the creation of an SNIA Japan chapter was most encouraging," Christensen said. "Leo and I were approached by so many prospective Japanese members we could barely get off the stage."

Other speakers and workshops focused on business-to-business developments, the globalization and reorganization of the electronic marketplace, storage case studies, and vendors' product strategies. Nearly six months in the making, SNW/Tokyo offered 27 conference sessions that tracked developments in storage technology trends and product strategies. Many of the sessions were so popular that attendees had to be turned away.

Leger said that many U.S. storage companies such as EMC, Storability and others saw their sponsorship of the Tokyo program as a further complement to their U.S. SNW strategy. This, he said, will be further evidenced with the launch of a SNW Europe scheduled for September in Seville, Spain.

*Among the participants at SNW/Tokyo were (L-R): **Leo Leger**, director, strategic initiatives, Computerworld; Brenda Christensen, vice president, marketing and sales, Troika Networks; Linda Sanford, senior vice president, Storage Group, IBM; **Setsuro Tamai**, president and CEO, IDG Japan.*

Working closely with Leger and Computerworld Vice President/General Manager, Enterprise Business Solutions **Ron Milton** was the IDG Japan staff of **Kaz Kajihara**, executive vice president, Business Planning; **Nobuo Iehara**, manager, Sales and Marketing; Sales and Marketing staff members **Mieko Mori** and **Naomi Otsuki**; **Kimiko Niwa**, manager, Public Relations, Corporate Marketing; and **Masato Tsuchiya**, supervisor, Operation Planning, Convention Marketing.

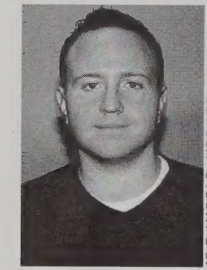
The next Storage Networking World/Tokyo will be held Nov. 26-27. For further information go to www.idg.co.jp/expo/snw/ or contact Kimiko Niwa at kniwa@idg.co.jp. The next U.S. SNW will be April 9-11 in Palm Desert, Calif. Contact Leo Leger at leo_leger@computerworld.com or go to www.computerworld.com/snw.

noteworthy people

Peoples

Grange

Aftis


IDG WORLD UPDATE

Mahoney

IDG WORLD UPDATE

Morrissey

IDG WORLD UPDATE

Gaston

Promotions

IDG Research Services Group's **Michele Peoples**, a seven-year veteran of the group and the recipient of an IDG Corporate STAR Award last year, was recently promoted from research manager to research director. "Michele has excellent research project management skills, with the ability to handle multiple, complex studies at one time," said Research Services President **Kathy Dinneen**. "She also has great customer relationship skills. Michele has been instrumental in bringing online research capabilities to IDG Research, handling both Web site intercept studies and e-mail broadcast studies for many of our clients."

PC World Associate Publisher, East **Wayne Silverman** has been promoted to associate publisher. "Over a 10-year *PC World* career, Wayne has achieved success at every turn," said Publisher **Bob Ostrow**. "Whether helping grow the businesses of advertisers in the PC World Lotus Edition or developing and managing multimillion dollar integrated programs as associate publisher, East, Wayne has proven his creativity, commitment and leadership to be 'PC World-ly' indeed. In his new role, Wayne will focus on key account strategies that will lead the print ad sales team to achieve our revenue goals and work closely with the other associate publishers to assure we optimize our unique ability to bring integrated print, online, custom publishing and events programs to our customers."

Thalia Karakitsios, *PC World* regional manager, has been promoted to Eastern advertising director. "Thalia has deftly handled some of *PC World*'s most important customer relationships with her dedication and savvy management of the New York region and for the past year has led PC World.com's sales efforts in the East," said Publisher Bob Ostrow. "In her four years with *PC World*, our brand in New York City has gone from middle of the pack to preferred media partner. This is a mighty accomplishment in that tough town."

The Industry Standard's Research Analyst **Karen Edson** has been promoted to senior research analyst. "Her attitude and perseverance in providing the print and online sales team with the tools to help sell in the field has been fantastic," said **Stephen Riddle**, director of marketing research. "As IDG continues to evolve with the changes in the economy, her experience and dedication will be relied upon in the year ahead."

New employees

Robert Grange joins IDG Global Solutions' U.K. office as sales manager, Business Development. He comes from Forward Publishing, the contract publishing arm of Conde Nast, where he was publisher of the group's Tesco titles, including *Recipe Magazine*, *Vegetarian Magazine* and *Clubcard*, the largest controlled circulation magazine in the U.K. with a circulation of 7.5 million. He studied science at Brighton Technical College and enjoys playing football, squash and golf and following Formula One racing.

Nouara Aftis has joined IDG Global Solutions in Paris as an administrative and marketing assistant. She previously worked at the ad agency L'Agence du Siècle where she managed a variety of budgets. Nouara has a degree in international business from Carcado-Saisseval in Paris and spends her free time decorating her flat with Art Deco furniture, shopping and scuba diving in deep blue seas as often as she can.

Network World welcomes Account Executive **John Mahoney**, who will be handling ROP ads for the Northeast region. John was recently the client relationship manager for Open Market, Inc. He has a B.S. in business management from Curry College in Milton, Mass., and enjoys heading out to the golf links in his spare time.

Kevin Morrissey joins IDC Corporate Communications in Boston as public relations specialist. He was previously account executive with public relations agency Schwartz Communications where he worked on accounts such as Concord Communications, NewsEdge and Mathsoft. He holds a B.A. in political science from the University of Massachusetts/Boston and enjoys movies and skiing.

IDG Corporate Communications in Boston has also hired Administrative Assistant **Kathryn Gaston**. She spent the last five years as an executive assistant at Putnam Mutual Funds, generating daily reports for several divisions and updating and reconciling portfolios. She graduated from Boston's Northeastern University with a B.A. in art history and enjoys music and volunteering at the Boston Museum of Fine Arts and local animal shelters.

CXO Media has hired **George Lee** as a senior designer. He was previously art director with Pohly and Partners, a custom publishing company. He graduated from Boston's Northeastern University with a B.S. in design and away from the office enjoys sports and going to movies.

Brad Nisbet joins IDC as a senior research analyst in the Storage Systems program. Previously a project manager at CDM, an environmental engineering and consulting firm in Cambridge, Mass., Brad earned a B.S. in civil engineering from Loyola College in Baltimore and an M.S. in civil and environmental engineering from Rutgers Graduate School in New Brunswick, N.J. Outside the office he enjoys golf, reading and spending time with his two children.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Marion Kibbee *IDG*

22

Molly Upton *IDC*

19

Magdalena Axelsen *IDG Denmark*

14

Nina Mattsoff *IDG Sweden*
Susan Collins *Network World*
Mark Sullivan *IDC*
Penny Stevens *IDG*

13

Clare Gillan *IDC*

12

Lucy Chaudhuri *IDC U.K.*

11

ngela Meerburg *IDG Sweden*
Kelly Crowley *Macworld U.K.*
Nieves San Roman *IDG Spain*
Pilar Tejero *IDG Spain*

10

Bill Reinstein *ITworld.com*
Jodie Naze *ITworld.com*
Peter Wiklund *IDG Sweden*
Jorgen Bergfors *IDG Sweden*
Tomas Zirn *IDG Sweden*
Rosa Maria Martin *IDG Spain*
Christine Gibney *Network World*

9

Isabel Perez *IDG Spain*

8

Diane Hacker *PC World*
Michael Mutrie *Computerworld*
Joan Kelliher *IDG*

7

Peter Jidesten *IDG Sweden*
Ki Vesterberg *IDG Sweden*
Lisa Nilsson *IDG Sweden*
Yukimi Chiba *IDG Japan*

6

Mats Lovgren *IDG Sweden*
Harald Fragner *IDG Sweden*
Yvonne Nyman *IDG Sweden*
Gina Rowles *IDG Global Solutions EMEA*
Richard Dean *IDC*
Elinet Medina *PC World Latin America*
Trino Ramos *PC World Latin America*
Elaine Cummings *CXO Media*

5

Erik Geijer *IDG Sweden*
Anders Danielsson *IDG Sweden*
Cecilia Larsson *IDG Sweden*
Päivi Ojmyr *IDG Sweden*
Kristina Erkenborn *IDG Sweden*
Michael Carbonneau *IDC*

4

Henrik Sorin *IDG Sweden*
Grace Aquino *PC World*
Kat Auch *IDG Games Media*
Robert Colraine *IDC Canada*
Kristen McIsaac *ITworld.com*
Lizzy Houkes *IDC Benelux*
Nicole Comiskey *IDC*

3

Carina Johansson *IDG Sweden*
Karin Lindstrom *IDG Sweden*
Robin Giang *IDC Hong Kong*
Gabe Ramos *PC World*
Bronwen Cleary *IDC*
Beth Senges *IDG*

2

Jenny Tornberg *IDG Sweden*
Cecilia Wiklander *IDG Sweden*
Ulrika Halvarsson *IDG Sweden*
Daniel Sjoholm *IDG Sweden*
Karen Windus *PC World*
James Forde *IDC Canada*
Kei Hiraide *IDG Japan*
Kalman Bekesi *IDG New Zealand*
Weili Su *IDC*
Joyce Vinson *IDC*
Ernesto Cordero *IDG*

1

Sara Herza *IDG Sweden*
Paula Lembke *IDG Sweden*
Johan Isaksson *IDG Sweden*
Oskar Rosendahl *IDG Sweden*
Anita Saming *IDG Sweden*
Katarina Svensson *IDG Sweden*
Johan Kappel *IDG Sweden*
Lina Otterdahl *IDG Sweden*
Eeva Liljengren *IDG Sweden*
Kacper Antoniszczak *IDG Sweden*
Mats Westin *IDG Sweden*
Stefan Andersson *IDG Sweden*
Ulrika Ullman *IDG Sweden*
Linn Brenna *IDG Sweden*
Lars-Olof Sandgren *IDG Sweden*
Arthur Payne *IDG Sweden*
Johan Nustrand *IDG Sweden*
Ulrika Kroon *IDG Sweden*
Henrik Ivansson *IDG Sweden*
Fredrik Engqvist *IDG Sweden*
Ulrika Carlsson *IDG Sweden*
Bree Charlton *IDC Australia*
Ian Mackey *IDC Australia*
Bin Alan Lu *IDC China*
Ed Albro *PC World*
Paul Shinhira *IDG Central Services*
Ursula Tolaini *PC Advisor*
Nathan Wood *Digit*
Magdalena Saiz *IDG Spain*
Nico Urbani *IDC U.K.*
Dawn Petersen *ITworld.com*
Stephanie Aichholzer *IDG Germany*
Hendra Rusmana *IDG Australia*
Cara Peters *Network World*
Cynthia Seavey *IDC*
Joshua Friedman *IDC*
Kevin Capalbo *IDC*
Michael Pedrotti *IDC*
Tommy Peterson *Computerworld*
Ronald Grospe *InfoWorld*
Amanda Buick *InfoWorld*
Su-Tsen Wu *IDG*
Todd Hall *IDG*
Brendon LeBlanc *IDG World Expo*
Cynthia Mollus *CXO Media*
Jane Benoit *IDC Communications*
Susannah Patton *CXO Media*
Sarah Scalet *CXO Media*
Jennifer Torres *Mac Publishing*
Michelle Davis *Mac Publishing*
Linnea Duvall *IDG Communications*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Classified ads and more on IDG World Update Online

The newly redesigned IDG World Update Online (www.idgworldupdate.com) features a do-it-yourself "Marketplace" section. Employees worldwide can post their own For Sale, For Rent, Wanted, Services Available or House Exchange ads online. (Looking for a summer rental on Cape Cod? Check the current listing!) There is also a pen pals section for children of employees who are interesting in meeting new friends and learning about other cultures.

In addition to Marketplace, check out current and back issues of *IDG World Update*, IDG events listings and a growing list of IDG resources.

Correction

The Feb. 5 issue of *IDG World Update* included incorrect information for next ASPWorld Conference and Expo in the U.S. It will be held Aug. 13-16 in Las Vegas. For more details go to www.aspworldexpo.com.

celebrating 10!

Name
Josiane Duhamel

Home
La Garenne Colombes, France

Current title
Operator. I handle the distribution of mail to all departments in the building, photocopy and distribute the daily and monthly press reviews as well as the IDG France monthly newsletter, and provide assistance to both the circulation department as well as the Distributique Expo team.

Latest accomplishment
Learning how to do silk painting.

What's kept you at IDG for 10 years?
A great team of people to work with.

Interests outside the office
Yoga

Family
I have a daughter Elisa, 16.

Last good deed?
I have a friend who lives in Burkino Faso, and I do what I can to help her and her family by sending clothes and toys.

Of what accomplishment at work are you most proud?
Preparing the daily Press Review.

Favorite Web site
Aufeminin.com

Dream destination
South Africa

If you won the lottery tomorrow, you would
Buy a nice house in a sunny place.

*IDG Chairman **Pat McGovern** escorts **Josiane Duhamel** of IDG France to lunch at Paris' Restaurant Laurent in honor of her 10 years of service to the company.*

Retirement dreams?
To return to my island of Guadeloupe in the Caribbean.

Manager's profile
"Josiane is a very dedicated employee. She is proud to be with IDG France, and IDG France is proud to have her. Always pleasant and ready to help, she takes care of a variety of tasks for us, which, if left undone, would cause us a great deal of trouble."

— Jean Bregeon, general manager, finance and administration, IDG France

Coming up

IDC's European Telecom Forum
Feb. 26-27
Grand Hotel Parco dei Principi
Rome
http://emea.idc.com/forum/telecoms01/default.htm

IDC High Performance Partnering Workshop
March 5-6
San Francisco
www.idc.com/Events/hpp01/default.htm

Asia Pacific Online Meeting
March 5-7
Beijing
Organized by IDG's Global Web Support Center
Contact: mark_evans@idg.co.nz
www.supportcenter.com

Directions 2001
March 7
San Francisco
Moscone Center
www.idc.com/Events/dir01/default.htm

U.S. Publishing Institute
March 7-9
MIT Endicott House
Dedham, Mass.
Contact: Laurie Parsons
laurie_parsons@idg.com

Directions 2001
March 13
Boston
Hynes Convention Center
www.idc.com/Events/dir01/default.htm

IPS/IW East change of address

IDG's International Publishing Services, comprising the IDG News Service, IDG's licensing group and *IDG World Update*; and *InfoWorld's* Boston editorial bureau as well as the publication's East Coast sales group, previously located in Framingham, will be moving to a new address effective Feb. 26. The address is:

3 Post Office Square
4th Floor
Boston, MA 02109

Main telephone for both groups is:
617-423-9030
IPS fax: 617-423-0712
News Service fax: 617-423-0240
InfoWorld fax: 617-451-4886

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

IDG World Update

26 FEBRUARY 2001
VOLUME 31, NUMBER 9

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

ITworld.com caps year of successes with reengineered site

3,200-node taxonomy structure allows precise content tagging for efficient searching

ITworld.com wrapped up its first year of operation with a flurry of significant milestones capped by the complete reengineering of its site.

IDG WORLD UPDATE

*Members of the project management team responsible for ITworld.com's new site in a rare, post-launch moment of repose. From left: VP and Editorial Director **Mark Schlack**, Director of Systems **Mahendra Singh**, newly promoted VP/Engineering and Systems **Doug Loyer**, and also newly promoted VP/Electronic Publishing **Betsy Bellar.***

Since the launch of ITworld.com in February 2000, the staff of ITworld.com has been committed to providing added value through the organization and categorization of a wide array of content and services available on the site. This organization was to be based on a unique content tagging system that would allow visitors to navigate and identify IT content that is highly relevant to their needs and interests. However, implementing such a dynamic system presented unanticipated challenges for the editorial, design and engineering departments at ITworld, which is headquartered in Southborough, Mass., and maintains a satellite office in San Francisco.

Early plans to develop an automated content import and tagging system in conjunction with a third party were abandoned after it became clear that they would not be able to deliver the level of comprehensiveness or detail envisioned by ITworld, according to Vice President and Editorial Director **Mark Schlack**. "Somewhere along the line it became obvious to us that human beings can make

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EWSC board members

This group shapes the direction of the European Web Support Center. The board helps direct session content and format at regional meetings and identifies programs and networking opportunities via the GWSC.

Michal Kreczmar, IDG Poland; **David Fernando**, *PC Advisor;* **Anne Ridyard**, *Macworld U.K.*; **Michael Freter**, Computerwoche/Job Universe.de; **Ervin Hansen**, IDG Denmark, **Gerd Mittmann**, Job Universe.de; GWSC Asia-Pacific Director **Mark Evans**; GWSC North America representative **Erin Wayman**; GWSC Executive Editor **Lisa van der Kamp**; GWSC President **Paul Molenaar**.

European Online Meeting covers diverse agenda

Nonstop networking, information sharing and a substantial lineup of interactive sessions were the hallmarks of the eighth European Online Meeting, held Feb. 4-7 in St. Julians, Malta. Organized by the Global Web Support Center, the meeting drew 110 attendees from 24 countries who represented both IDG subsidiaries and licensees. The group traded experiences on how to build and maintain the best possible Web sites, addressing technical, content, sales/marketing and business development issues.

In his introductory remarks about the volatility and declining appeal and profitability of banner advertising, GWSC President and IDG Netherlands Managing Director **Paul Molenaar** noted that the key word the IDG Web community must keep in mind is "focus." "Focus gives us targeted audiences, the best offering to advertisers, and the best defense

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LISA VAN DER KAMP

***Juerg Reimann** (center) of IDG Switzerland leads a discussion on security. A security development workgroup will soon be formed via the Global Web Support Center, and the site will feature a series of articles during the year.*

Contributions from users make GWSC thrive

During the European Online Meeting, an open discussion session with the European Web Support Center board (see sidebar p. 1) highlighted how the Global Web Support Center's (GWSC) site, www.supportcenter.com, is an important information exchange and what can be done to make it even more useful.

While GWSC Executive Editor **Lisa van der Kamp** oversees the site's content and facilitates communication with GWSC members, the GWSC relies on its users to contribute ideas and content to make the Support Center as useful as possible.

"We talked about how to improve GWSC's discussion forum — there is so much we can all learn from each other," van der Kamp said, noting that currently there are postings about online sales and marketing issues, technical questions on systems and software, people who want to share partnership opportunities with third parties and more. In addition, IDG employees are encouraged to submit information about what has worked best on their sites, new features they've developed and anything else of interest.

Mark Evans director of the GWSC, Asia/Pacific, is revamping the site to improve navigation and enable users to more easily select information relevant to them. The site will relaunch later this year.

Any IDG employee is welcome to be part of the GWSC. Request a password online or contact van der Kamp at lisa_van_der_kamp@idg.com.

European

continued from page 1

against the competition," he said. A recent study shows that IDG sites are on the right path. The first phase of The Internet Monitor, a global, independent study by Pro Active International, shows IDG's Web sites provide technology advertisers access to the highest quality audience of IT buyers in the world.

The meeting featured 28 different sessions, primarily coordinated and led by IDG employees. There were also third-party presentations by Net Value, Proactive International, Kadius and DCI, as well as two guest speakers from the U.K.: Ross Sleight of Fingertips Media Ltd. and Ken Young of New Media Insight Ltd. Among the hottest topics:

Print/online cooperative efforts

Coordinated by **Mendel Stecher** of *InfoWorld Netherlands*, each participant described what happens at their business unit in terms of print/online communication, work processes and more. **Katalin Zimanyi**, business news editor for *Computerworld Szamitastechnika* in Hungary, noted that her team had to learn that the print product is and should be a traffic generator for the Web site.

Community building

Online community editor **Brian Sullivan** of Computerworld in the U.S., and **Simon Thompson,** online manager for *PC Advisor* in the U.K., outlined strategies to build membership and traffic. Sullivan noted that people must clearly identify what the Web site should accomplish, keep the site simple, and keep the site focused on that goal. While doing outreach to the Web site's community, be aware of who the members are, what they like and don't like, and while you need to give them something, "remember you can't spam them!" he said.

Content management

Andreas Koschinsky of IDG Interactive in Germany outlined his group's content management solution, Xred2, a modular XML/XSL-based system. **Frank Quinn** of IDG's Irish licensee, ComputerScope, described his company's system, Kosmos. In addition, **Mark Evans**, director of the GWSC, Asia/Pacific, reported on the GWSC's progress with "IDGML," a global XML standard that will allow IDG publications and Web sites to share content with each other and external partners. More detail about IDGML is available on the GWSC site (www.supportcenter.com).

Webcasting

ITworld.com in the U.S. has been a leader in the field, producing more than 100 live and on-demand Webcasts in the past year for customers including IBM, Dell, and Sprint. The company also produces three monthly editorial Webcasts. SVP/Strategic Operations **Rich Mikita** talked about ITworld's newest webcasting initiative: Short Subjects, a library of five- to 10-minute video clips featuring the best available high-tech educators. Mikita went to the Malta conference to find European IDG units that might be interested in selling sponsorships for localized versions of this content presented in the look and feel of their own Web sites (with ITworld.com providing the content, technology and delivery). Based on the reception to the idea, he expects to work with several IDG units to roll out this service in the near future.

LISA VAN DER KAMP

(L-R): ***Erin Wayman****, IDG Communications vice president, global ad operations and business development; Computerwoche.de Admaster* ***Bahram Jassemi****; and* ***Gabriele Hurle****, sales manager/online advertising for IDG Webtech.de, review Germany's implementation of IDG Pixel. The IDG Pixel program, available to all IDG business units, efficiently collects and aggregates pageview and unique user data from IDG Web sites worldwide. For more information contact Wayman at erin_wayman@idg.com.*

Newsletters

David Fernando (*PC Advisor*), **Martin Kybal** (IDG Czech), **Ervin Hansen** (IDG Denmark) and **Magnus Müller** (IDG Sweden) led discussions on content research and preparation and ongoing success stories. Newsletters have proven to be more attractive advertising vehicles than banner ads for many clients, and newsletters' continual branding opportunities keep the affiliated Web site "front of mind" in the eyes of readers.

Presentations from the European Online Meeting are available on the Global Web Support Center at www.supportcenter.com in the GWSC Europe section. Contact information for the contributors listed above are in the "Final Attendee List." For more details contact Lisa van der Kamp at lisa_van_der_kamp@idg.com. WU

executive Q and A

Dominic de Sousa

The publisher at CPI, IDG's partner in the United Arab Emirates, is this week's columnist. He may be reached at dom@emirates.net.ae.

CPI at-a-glance

Year company established 1991

Number of employees 29

Year became an IDG partner 1997

Publications (published under license to IDG) *Computer News Middle East*, *Network World* and *Reseller World*.

Publications circulated Throughout GCC [Gulf Cooperative Council] and North Africa

Most recent personal accomplishment Learning how to sail a boat

Q Are there unique characteristics of the Middle East market?

A In the Middle East business gets done on relationships. Dubai, where we are based, is a business hub that has developed in leaps and bounds over the last 40 years. Interestingly, Dubai does not have oil but is the commercial hub of the United Arab Emirates. The biggest market in the region is Saudi Arabia, which accounts for 60% of the region's total business; English and Arabic remain the predominant business languages for the region as a whole. Another interesting characteristic of this market is the complete lack of taxation, which creates a breed of entrepreneurs and the most fascinating array of businesses and opportunity regionwide.

Q Are there particular things one should keep in mind when doing business in the Middle East?

A Mainly, it is important to adhere to local customs. For example, it is considered rude to shake hands with your left hand or cross your legs to expose the sole of your left shoe to an Arab. It is also bad practice to refuse tea at a business meeting.

Q What took you to the Middle East originally?

A My father and mother are from what was then Portuguese Goa [India] but left to start a new life in Nairobi, Kenya, where I was born. We left Kenya when I was 11 and I grew up in London, where I studied biochemistry, sang in a band and bred monkeys. On leaving university I decided it would be too boring to work in a hospital or a lab and so I ended up working for Radio Shack in the U.K.

One day I saw an advertisement for a job selling classified advertising at Reed Business Publishing, which I thought would be an interesting challenge. When I got into Reed, I rose through the ranks working on a title called *Middle East Computing*. The success of the title prompted the magazine's main competitor *Arabian Computer News* to headhunt me. I also launched a few more titles with this company and was dealing extensively with the Middle East. Eventually I left to launch our flagship title *Computer News Middle East*. One of the things that prompted the move to the Middle East was the fact that we had to be from the region to report on the region.

Q How many women are in the IT field in your region? Is that number growing at all?

A I would say that the number is currently fairly low, but there is a strong move locally to get women involved in IT as it fits into cultural issues. In Saudi Arabia, for example, women are kept out of the public eye to a great extent. They must cover up in order to go out and they are not allowed to work in mixed-gender environments. IT gives them a new avenue by which they can shop from home or even work from home. In my opinion, this will create a pool of women who will get into IT. In the UAE, however, it is different as local women are being encouraged to get into IT.

Q What are the fastest-growing segments of the IT market in your region?

A The Internet and e-business, with telecom as a close second.

Q To what extent, if any, does the UAE government regulate the magazine industry?

A Magazine publishers have more freedom in the UAE than in other Gulf Cooperative Council (GCC) countries, but publishers have to be careful about how editors report. Most of the big companies have high-ranking local sponsors, for example, it is not unusual for a prince to be a sponsor and partner to a multinational. If publications are too critical or negative, they can find themselves in trouble. We attempt to report the news with objectivity and sensitivity. Our product reviews tend to be very objective and can be critical as most of the products we review are manufactured abroad. If people get angry anything can happen, as this is a market that thrives on personal relationships.

Q I've heard you have quite a soft spot for animals.

A My father spent his life rescuing and rehabilitating animals, and I, too, am carrying on this tradition in the Middle East. I get called if people have problems with wild animals they've acquired but can't care for, and, to date, my list of animals includes a cheetah, a pair of gibbons, two chimps, 10 dogs, three baboons, four parrots, nine spur-thighed African tortoises and a load of squirrels.

Q How do you survive when it hits 125° F [52° C] in Dubai?

A One does not typically feel the heat as you are always in an air-conditioned environment. Walking in the streets is interesting though, as you may get bombarded by exhausted dead birds that fall from the heat-filled sky!

ITworld.com

continued from page 1

ITworld.com at a glance

Established Company established September 1999. Web site launched February 2000.

Locations Southborough, Mass. and San Francisco

Number of employees Southborough: 62; San Francisco: 33

In a nutshell ITworld.com is the most comprehensive Web-based information resource for enterprise IT professionals, providing a wide array of informative content and business services necessary to succeed in today's economy. At the core of ITworld.com lies relevant content from IDG partners including *CIO, Computerworld, InfoWorld, Network World,* as well as wholly owned properties including ITcareers.com, JavaWorld, LinuxWorld.com and Unix Insider, as well as original editorial content from ITworld.com's own editorial team. This content is analyzed and categorized according to the company's exclusive taxonomy structure.

much better — and more precise — decisions about article content than could any automated system currently available," Schlack said.

And so, determined to do it right, the company decided to do it itself. ITworld.com President and CEO **Bill Reinstein** assembled a project management team comprising himself, **Rich Mikita**, senior vice president, strategic operations; Schlack; **Doug Loyer**, vice president of engineering; **Betsy Bellar**, vice president of electronic publishing; and **Mahendra Singh**, director of systems. With a relaunch goal of January 2001 looming just five months away, the group began meeting weekly last August to review project goals and specifications.

The team's mission: the creation of a Content Management Application (CMA) that would allow staff to import content from its IDG partners to its database as well as the creation of a content-tagging, categorization and rendering system that would facilitate precise content organization and display.

Bellar's Electronic Publishing group, in tandem with Loyer's Engineering team, assumed overall responsibility for the development of the CMA, while Loyer's Engineering group also developed the Java-based backend code that enables the rendering of the 45,000 HTML pages contained in the ITworld.com database.

The central nervous system of the new site is a 3,200-term, 16-level-deep searchable taxonomy that enables users to navigate and be introduced to new content and a range of services related to just about any IT topic or technology. As they read or browse, they are also presented with various additional links that are highly related to the content they are viewing, again based upon the core tagging structure.

"It's a complete and effective content tagging and content displaying system that gives visitors the experience of a 'guided discovery' as they use our site," Schlack said.

In addition, the company can now tag any of its banner advertising or other sponsored content formats to the taxonomy and present advertising that is most relevant to the visitor's interests. "For IT marketers, the key to success is targeting the right message to the right audience at the right time," said Reinstein. "ITworld.com's taxonomy architecture offers tremendous marketing power to IT vendors seeking a closer connection with qualified customers in the IT enterprise space."

Noting that it "wouldn't be a big project without long hours and weekends" Loyer said things really heated up during the months of December and January. And the frenzied pace continued right up till the very end, Loyer noted. "The Saturday before launch Bill [Reinstein] threw a party for the staff, but a few of us were still at the office debugging a few last lines of code. We finally made it to the party around 10 p.m."

"It has been tremendously gratifying to work with a team of such talented people," Reinstein said. "Our engineering, ePublishing and editorial staff have been able to take this new site from concept to specification to working product in a remarkably short amount of time for a site of this level of sophistication. And the best part is that it is working. In just the first couple of weeks, we've seen average visit length and page/visit increase by over 50% due to the magnetic nature of the new site, and we expect to see those stats continue to improve."

Thanks to the incorporation of a Cisco Systems load-balancing solution, the new site is fully redundant, according to Singh. To help boost the speed of the site, the hardware upon which it runs resides in New York City, where it sits atop a major Internet backbone. "It's like the difference between living on a back road and having to make lots of twists and turns to get to the highway and living directly on the highway," Singh said, adding that working with engineering they are close to adding some major new acceleration features based on the Akamai FreeFlow service.

Among the company's other achievements in its first year of operation:

- **Webcasting.** ITworld.com was a pioneer in the emergence of custom Webcasting as a way to launch products and market services online to highly targeted audiences. To date, ITworld.com has

IDG WORLD UPDATE

*Members of the ITworld.com editorial, electronic publishing, and engineering and systems teams pulled off a major relaunch of the site in what company President and CEO **Bill Reinstein** termed "a remarkably short amount of time."*

produced more than 100 live and on-demand Webcasts for customers including IBM, Dell, Sprint, Intel, 3Com and Nortel. ITworld.com also produces several editorial webcasts, including "The Networked World" with Network World VP/Editorial Director **John Gallant**, "IDC Live!," "Internet Recruiting Masters," and "Innovate: Real-World Solutions from IT Pioneers."

- **eNewsletters**. ITworld.com launched 38 titles of opt-in, free newsletters now read by more than 450,000 unique subscribers. These e-mail newsletters cover the hottest IT topics including application development, IS/IT management, Java, Linux, UNIX, networking, security, systems management, Web development and eCommerce.

- **ITcareers.com**. Rated by CareerXroads as one of the top IT recruiting and job-seeking sites on the Internet, ITcareers.com is the exclusive recruiting and job-seeking arm of ITworld.com. ITcareers.com has been at the forefront of the recent email recruitment trend with the introduction of the IT Job Spot. The IT Job Spot puts recruiting messages into packaged bundles of widely read, subscriber-based eNewsletters.

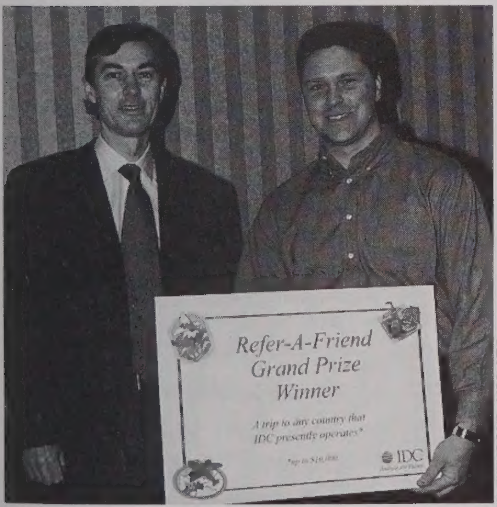
"ITworld.com continues to aggregate, filter, categorize and showcase content from its IDG enterprise publishing partners *Computerworld*, *CIO*, *InfoWorld* and *Network World* as well as from our wholly owned sites: JavaWorld, Unix Insider (formerly SunWorld), LinuxWorld and ITcareers.com," Reinstein said. "Our revenue model is based on five major categories: banner and e-mail newsletter advertising, broadband content delivery, recruitment advertising, list rental and service partnerships. With over 500,000 ITworld.com members, over 900,000 email newsletter subscriptions to 38 weekly newsletters and over 100 Webcasts under our belt, ITworld.com has truly become one of the leading information resources for enterprise IT professionals and technology marketers."

For more information, contact Director of Marketing Communications **Cheryl Rocheleau**, cheryl_rocheleau@itworld.com or Bill Reinstein, bill_reinstein@itworld.com. WU

Employee referral programs prove their worth

Does it pay to have friends? Certainly, especially if you know people who would like to work at IDG. A total of 348 employee referral bonuses were distributed in the U.S. in 2000, and four employees reaped extra rewards by winning prizes in the referral program raffles.

Employee referrals are the source of more new hires than any other recruitment method, according to IDG Human Resources. In FY00, 1,350 people joined IDG companies in the U.S., and available statistics show that 26% of these hires came from employee referrals.


Refer-A-Friend
Grand Prize
Winner
A trip to any country that IDC presently operates*
IDC
IDG WORLD UPDATE

*[illegible]DC President/CEO **Kirk Campbell** (left) congratulates [illegible]er-A-Friend winner **John Farrell**.*

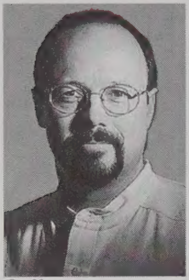
IDG's program offers $1,000 for each referral that results in a regular full-time or part-time hire within participating divisions and $500 for casual part-time referrals working a minimum of 20 hours. Employees with two or more successful referrals are entered into a drawing for additional prizes.

This year 20 people's names went into the random drawing. The winner of the $2,000 grand prize was IDC Program Manager **Tom Valovic**, who referred his wife, **Elaine Valovic**, now an online researcher at *Network World*, as well as **Sterling Perrin**, an IDC research analyst. *Computerworld* Senior Editor **Melissa Solomon** won the $1,500 runner-up prize. She referred two colleagues to *CW*, Reporter **Jennifer Disabatino** and Staff Writer **Michael Meehan**.

For the first time, IDC held its own "Refer-a-Friend" program in an effort to help fill an unprecedented number of openings at the business unit. The program had a big impact: 44% of IDC hires in calendar year 2000 were employee referrals. Any employee at IDC or any IDG business unit who makes a successful referral earns $1,500. IDC employees who make a second hired referral earned $3,000 and three or more referrals yields $5,000. IDG employees earns $1,500 for each additional referral. A total of 104 IDC employee who had one of their IDC referrals hired were eligible for the end-of-the-year raffle. The grand prize winner, Consulting Director **John Farrell**, won a trip to any city in the world where IDC maintains an office (he's still deciding his destination). Farrell referred IDC Senior Research Analyst **Marc Pramuk**. N.J.-based runner-up **Carla Nash**, associate vice president/sales, referred **Jocelyn Fenton**, sales director/industry accounts, who works out of her home in Dallas. Nash won a trip to any U.S. city where IDC maintains an office and is considering a trip to Mountain View, Calif., via San Francisco.

For more details on IDG's program contact Recruiter **Christine Moloney** at christine_moloney@idg.com; for the IDC program contact Associate Recruiting Specialist **Carolyn Burton** at cburton@idc.com. WU

noteworthy people



Gallant

IDG WORLD UPDATE

Loyer

IDG WORLD UPDATE

Bellar

IDG WORLD UPDATE

Meyers

IDG WORLD UPDATE

Doherty

O'Brien

Promotions

Network World Executive Vice President/Editorial Director **John Gallant** has been promoted to president/editorial director. "This promotion is in recognition of John's contributions to our success throughout our 15-year history, especially the outstanding job he has done throughout his tenure at Network World raising our visibility in the industry," said **Evilee Thibeault**, Network World CEO and publisher. "In addition, under John's synergistic leadership and strategic direction, our seminar and online groups have been flourishing and his content leadership has helped lead the Network World Inc. print and online teams to win numerous awards in 2000." Gallant joined IDG in 1983 as a staff writer for *Computerworld* and helped launch *Network World* in 1986 as its managing editor. A frequent speaker at such conferences as ComNet and N+I, he is known in the industry for hosting presidential-style debates at conferences and for his Webcast series "The Networked World."

ITworld.com has named **Doug Loyer** to the newly created post of VP/Engineering and Systems. Loyer joined ITworld last August from Atex Media Solutions where he was development manager, and immediately became part of the project management team responsible for the redesign of ITworld's Web site In his new role, Loyer will assume responsibility for the newly combined engineering and systems groups. "Doug has contributed greatly to the re-architecting and complete reengineering of ITworld.com, " said ITworld.com President and CEO **Bill Reinstein**. "In addition to his engineering expertise, his project and process management skills will be put to good use in helping us streamline and refine both aspects of this new group."

Also promoted last week at ITworld.com is **Betsy Bellar**, now VP/Electronic Publishing. Bellar also joined the company last August, coming from Harvard Business School Publishing where she held the post of assistant director of production, electronic publishing. "Betsy and the ePublishing group have been instrumental in creating a much higher level of e-publishing and production workflow as well as quality control for all parts of our company, from e-newsletters to broadband content to our Web site, said ITworld.com President and CEO Bill Reinstein. "We have numerous new products and enhancements now on the drawing board and the services that the ePublishing group provides, in tandem with the Engineering/Systems group in order to turn these into a reality, are critical to us."

ITworld.com Web Engineer **John Pallozzi** has been promoted to Senior Web Engineer. "John is a key member of the Polaris team that recently launched the new ITworld.com," said VP/Engineering and Systems **Doug Loyer**. "He is also the main force behind our registration system. John is now a veteran of two ITworld launches."

Web Graphics Producer **Kathy Meyers** has been promoted to senior Web producer at ITworld.com. "Kathy was key to us making our launch date and put in many many long hours," said Betsy Bellar, VP/Electronic Publishing. "She worked very closely with Engineering to implement the HTML for the newsletters, membership and forums subsystems. Her knowledge of HTML is exceeded only by her capacity to make us laugh. Seriously, we are also very fortunate to have Kathy on our team."

ITworld.com Web Developer **Joe Doherty** has been promoted to senior Web developer. "Joe has been instrumental in the launch of the new site, working many nights and weekends for months to make this happen," said VP/Electronic Publishing Betsy Bellar. "He has been our lead HTML developer and interface with Engineering. This is the second launch of ITworld.com that Joe has been a big part of. We are fortunate to have him our team. Joe is a great guy to work with, and his skill and expertise are a tremendous asset."

ITworld.com Eastern Advertising Director **Clare O'Brien** has been promoted to vice president of sales. O'Brien will provide strategic guidance to strengthen ITworld.com's existing customer relationships and establish new partnerships and services. In her new role, O'Brien will be responsible for leading ITworld.com's sales team in identifying and creating new opportunities for its advertising customers. "Clare's efforts in recruiting and retaining leading industry customers has made a significant impact on IDG's business, and we look forward to her continued contributions at ITworld.com," said Bill Reinstein, president and CEO.

Jen McKean, previously research analyst with IDG Research Services, is now senior research analyst. "Jen is responsible for managing online, telephone and ma research studies for a variety of internal and external groups," said **Michele Peoples**, research director. "Her dedication, hard work and ability to juggle many projects make her a great asset to IDG Research Services."

New employees

Previously a sponsorship marketing associate at Northern Light Technology, **Julie Rahal** is now an associate research analyst with IDC in Framingham, Mass. She earned a B.A. in sports management and communications from the University of Michigan and enjoys golf, travel, sports and movies.

All business units are welcome to sen information for the Noteworthy section to world_update@idg.com.

IDG

Week of February 26, 2001

Copy Editor (CXO)
The Copy Editor will oversee the copy editing function for both CIO and Darwin magazines, promoting and ensuring the high-quality standards for which CXO Media is known. Will be responsible for managing, hiring, training and inspiring copy editors; will organize and deploy the team across our two publications and maintain style guides for both magazines. The Copy Editor will edit copy for style, clarity and correctness; proofread materials at various stages of production; and work with production editor and designers to coordinate copy traffic. Requirements: Minimum three years of copy-editing experience, preferably at a magazine, as well as experience managing others. Quality obsession and attention to detail is essential. Must work well in a team environment and be able to motivate and inspire the people in this critical function. Familiarity with business and technology issues is a plus, as is experience with Macintosh, Word, Quark, QPS, Lotus Notes, e-mail and online technologies. *Location: Framingham MA*
Contact: J. Snow, Email: **jennifer_snow@idg.com**

Network Administrator (GCM)
IDG Global Communications, a division of International Data Group, the world's leading technology media, research and exposition company is seeking a qualified individual for a network administrator position. The successful candidate will play an important role in the support of the IDG Global Communications technology infrastructure and day-to-day network operations. Responsibilities include: implementation and management of our wide area network infrastructure, Unix systems management, network analysis/design, administration of Lotus Domino servers, comprehensive 7 x 24 support for our customers world wide; development of policies and procedures to improve upon and maximize our customer service and system reliability and fault tolerance. The Network Administrator will have at least 2-4 years of network administration and support experience. Significant “hands on” administration experience with Unix and NT and internet technology. In addition, wide area network management skills which should include experience supporting T1/DSL/Frame Relay circuits and experience with administering Cisco routers and switches are essential. *Location: San Mateo CA*
Contact: D. Garza, Email: **diana_garza@idg.com**

Senior Research Analyst (IDC)
We are seeking a Senior Research Analyst who will be part of a fast-paced, collaborative team that conducts primary market research on IT in support of all US based research programs, panel research and special projects. The successful candidate will be experienced in the following areas: SPSS, data weighting, basic statistical testing, table creation etc., and will want to lead & coach others on the team in those areas. Additionally, the successful candidate will have an understanding of primary research phases (project planning, instrument design, field management, data analysis and results delivery) and have an interest in developing greater skills in all phases. This individual will also have their own primary research projects to run from conception through support of the project owner after delivery of the data, through not as many as others in the group who concentrate primarily on project management. Good communication and customer service skills, and the ability to manage multiple projects simultaneously, are required. *Location: Framingham MA*
Contact: G. Lawrence, Email: **glawrence@idc.com**

Go to **http://careers.idg.com** to view all current job opportunities at IDG

Interactive Sales Reporting Analyst (ITW)
ITWorld.com is seeking an Interactive Sales Reporting Analyst to be a part of a dynamic sales team. The successful candidate will be responsible for compiling interactive program data, measurement and analysis from different sources for delivery to clients in various formats (e-mail, Powerpoint, Excel). Additionally, the successful candidate will be preparing sales materials & competitor comparisons for the sales team to use in the field for presentations to new and existing clients. This person will also be assisting in the preparation and tracking of sales information for all programs for delivery to Senior Management, and providing support to Sales via ad hoc campaign analysis. The successful candidate will possess excellent communication skills both written and verbal. This person must have the ability to work on several projects at a time in a fasted paced environment, and have a strong attention to detail. In addition, this individual must be proficient in MS office, especially in Excel and PowerPoint programs. Knowledge of interactive reporting systems, like Doubleclick's DART or Adknowledge a plus.
Location: Southboro MA
Contact: J. Snow, Email: **jennifer_snow@idg.com**

Internship (WEC)
This internship position will encompass working with all divisions within IDG World Expo on the development, management and growth of its IT events. Emphasis will be on projects related to marketing and sales. In particular, the successful candidate for this position will assist and coordinate in marketing campaigns, promotional collateral production, sales database management, lead generation and other efforts as directed. Hours are 8:30am-5pm, Monday through Friday, and dates of the position are dependent upon the intern's schedule. *Location: Framingham MA*
Contact: C. Cotter, Email: **cydney_cotter@idg.com**

Go to **http://careers.idg.com** to view all current job opportunities at IDG

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

Ricardo Gonçalves *IDG Brazil*

15

Merv Langby *IDC Australia*

13

Miklos Cocron *IDG Germany*

12

Ursula Istavrinos *IDG Germany*
Martin Fältström *IDG Sweden*

11

Kirsten Bæk *IDG Denmark*
Patricia Smith *IDG World Update*
Thomas Wilms *IDG Germany*

10

Berit Ellegaard *IDG Denmark*
Reinhard Prasse *IDG Germany*

9

Erivelto Tadeu *IDG Brazil*
Elga Legranzini *IDG Italy*
Bob Metcalfe *IDG*
Per Söderström *IDG Sweden*
Anders Lotsson *IDG Sweden*

8

Christa Berger *IDG Germany*
Nedialka Yolovska *IDG Bulgaria*
Elina Pancheva *IDG Bulgaria*
Glen Myles *IDG Australia*
Marie Söderqvist *IDG Sweden*

7

Jens Stark *IDG Switzerland*

6

Damian Sicking *IDG Germany*
Andreas Bergasman *IDG Sweden*

5

Enrico Zambetta *IDG Italy*
Thomas Cloer *IDG Germany*
la Dear *IDC U.K.*
amilla Lindvall *IDG Sweden*
Malin Plejbo *IDG Sweden*
David Jansson *IDG Sweden*
Pia Ylinen *IDG Sweden*

4

Nobuo Iehara *IDG Japan*
Doreen Kottler *IDG Germany*
Anja Müller *IDG Germany*
Sascha Alexander *IDG Germany*
Thorsten Eggeling *IDG Germany*
Yusuke Honda *IDC Japan*
Alan Tang *IDC Hong Kong*

3

Helle Frederiksen *IDG Denmark*
Anette Gamrath *IDG Denmark*
Erik Kolrengen *IDG Denmark*
Joao Walter Lopes *IDG Brazil*
Penelope Gagl *IDG Germany*
Sarah Osborne *IDG Global Solutions*
Logan Ringland *IDC Australia*
Mikael Ricknäs *IDG Sweden*
Sofia Thorsson *IDG Sweden*

2

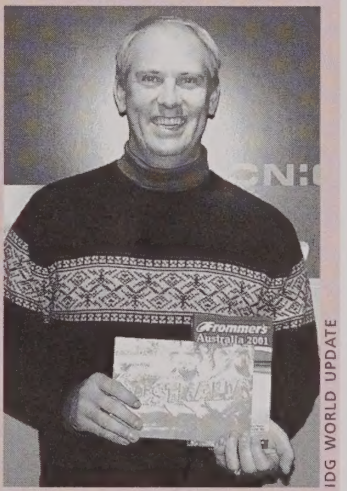
Bodil Højbjerg Madsen *IDG Denmark*
Charlotte Andersen *IDG Denmark*
Sine Frydensberg *IDG Denmark*
Susanne Franke *IDG Germany*
Angelika Steiger *IDG Germany*
Cara Tan *Computerworld Singapore*
Lorraine Lim *Computerworld Singapore*
Sarah Hatcher *IDG*
Nadia Kardjova *IDG Bulgaria*
Daniela Stefanova *IDG Bulgaria*
Renee Beker *IDG Australia*
Anders Emretsson *IDG Sweden*
Hillevi Martinsson *IDG Sweden*
Jessica Wennberg *IDG Sweden*

1

Henrik Christoffersen *IDG Denmark*
Flemming Holmager *IDG Denmark*
Ricardo Peruchi *IDG Brazil*
Fabio Barros *IDG Brazil*
Benata Coltro *IDG Brazil*
Cibele Tommasini *IDG Brazil*
Ana Lucia Moura *IDG Brazil*
Toshio Tawara *IDG Japan*
Amedeo Novelli *IDG Italy*
Silvia Lori *IDG Italy*
Dieter Müller *IDG Germany*
Dorothee Chlumsky *IDG Germany*
Hansjörg Honegger *IDG Switzerland*
Luciano Manuzzi *IDG Switzerland*
Martina Peter *IDG Switzerland*
Caroline Morgan *IDC U.K.*
Monika Jonasch *IDG Austria*
Evelyne Mayritsch *ITworld.com*
Jon Dowling *IDG Australia*
Maria Nilsson *IDG Sweden*
Tina Lönnborg *IDG Sweden*
Håkan Ingevik *IDG Sweden*
Lina Vikman *IDG Sweden*
Mona Vahdany *IDG Sweden*
Petter Ahrnstedt *IDG Sweden*
Jon Röhne *IDG Sweden*
Lisa Skoog *IDG Sweden*
Sara Hammarkrantz *IDG Sweden*
Mattias Malmqvist *IDG Sweden*
Ann Danielsson *IDG Sweden*
Alberto Capolino *CXO Media*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Program to educate agency reps about IDG titles concludes year one



IDG WORLD UPDATE

Tonic 360's Doug Powell is headed Down Under.

Doug Powell had better practice driving on the opposite side of the road and with a 'roo bar on the front of his vehicle and a Vegemite sandwich for lunch.

Powell, media director at San Francisco media agency Tonic 360, is the final winner in IDG Communications' "Vacation Around the World With IDG" contest, a promotion designed to encourage the U.S. media community to get more involved with IDG's publications. He and a guest will be going to Australia for five days, courtesy of IDG.

According to IDG Communications Vice President/Marketing **Catey DeBalko**, the program was launched last year to get agency representatives more actively involved in the pages of IDG publications and so better understand the distinct editorial mission of each one.

Agency reps had to correctly answer seven questions about IDG publications that required them to go through the pages of each publication to find the answers. Selected in a random drawing of correct entries, Powell's agency handles Sun Microsystems. Previous winning contestants have gone to Paris, Hawaii and Hong Kong.

For more information, contact Catey DeBalko at catey_debalko@idg.com.

celebrating 10!

Name
Tony Picardi

Home
Wellesley, Mass.

Career path since joining IDC
I joined IDC in April 1990 as the Director of the Application Development Tools and System Level Software Program. I was promoted to Group VP in charge of the global software product line in 1995. At the beginning of 1999, I was promoted to senior VP of Global Software. When I started at IDC, software research consisted of three analysts, (Clare Gillan, Ken McPherson and myself) and now we have more than 85 analysts doing software research in Europe, Canada, Latin America, Japan and Asia/Pacific as well as the U.S.

Current title
I still write a few bulletins, executive insights and viewpoints and attend vendor briefings. Most of my time is spent building a team and creating organizational and incentive structures so that the team operates most efficiently.

Most challenging part of your job
Thinking up new ways to increase per capita profitability.

Best part of your job
Speaking gigs in front of IT user audiences and taking customers sailing. Every year, I manage to get two or three boatloads of customers out on the ocean outside of Marblehead [Mass.] for an afternoon sail after a very stimulating analyst briefing. I think it is really great that we can have so much fun at IDC.

Career highlight (s)
This month I received the Most Popular Bulletin author award. My bulletin was hit 111,000 times on IDCnet. This was no surprise as I used every buzzword I could find in the title, "eBusiness Speed: Six Strategies for eCommerce Intelligence."

What's kept you at IDG for 10 years?
I don't know where else you could have so much fun and still get paid for it.

Family
Shirley M. Picardi, PhD. — spouse these 31 past years, and the most wonderful person on earth!

Of what accomplishment at work are you most proud?
I am really proud of receiving the Peacock Award and the most popular author award!

What talent do you wish you had?
I would like to learn how to paint with watercolors.

IDG Chairman ***Pat McGovern*** *(r) escorts IDC's* ***Tony Picardi*** *to dinner at Boston's Ritz-Carlton in honor of his 10 years of service to the company.*

What is the last good deed you did?
Maybe not the last, but I gave the London trip I won at the IDG holiday party two years ago to Jackie McDonald (Software Group Operations manager), because she keeps me sane.

What did you want to be when you grew up?
A marine biologist.

First job
In junior high, I was the director of the Glencoe Park District Summer Nature Program for grade school kids. This was an officially sanctioned frog and turtle program with a thin veil of education.

Your idea of a perfect day alone?
Get up. Fix mushroom omelet. Do 100 sit-ups. Run in the woods. Sail. Create a salad for lunch. Paint or build model boats or railroad scenes. Create a grille sensation for dinner. Watch the sunset while listening to Mozart. Read a good book.

One possession you'd grab if your house were on fire?
All the pictures of Shirley's and my life together.

Favorite vacation spot?
Almost any national park in the U.S.

If I could do one thing over
Invest all savings in Microsoft when it went public.

Retirement dreams?
What? When I'm having all this fun?!

Manager's profile
"Tony Picardi has built IDC's software research business into an unrivaled position in the industry. He travels the globe advising software executives on strategies for success."

— Kirk Campbell, president and CEO, IDC

and finally

Coming up

High Performance Partnering Workshop
March 5-6
San Francisco Argent Hotel
San Francisco
www.idc.com/Events/hpp01/default.htm

Asia Pacific Online Meeting
March 5-7
Beijing
Organized by IDG's Global Web Support Center
Contact: mark_evans@idg.co.nz
www.supportcenter.com

Directions 2001
March 7
San Francisco
Moscone Center
www.idc.com/Events/dir01/default.htm

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Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 3 Post Office Square, 4th floor, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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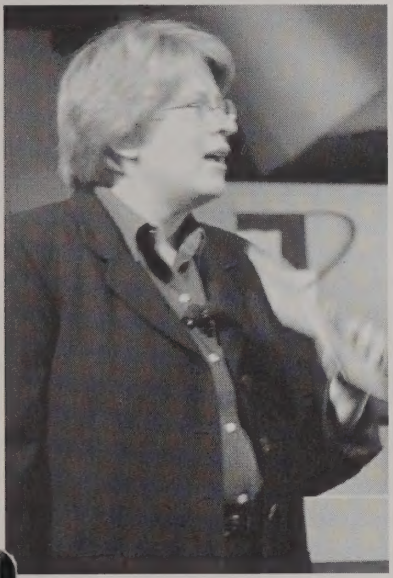
WWW.IDGWORLDUPDATE.COM

DEMO showcases leading-edge products at annual gathering



DEMO Executive Producer ***Chris Shipley*** *addresses attendees at last month's sold-out DEMO conference in Phoenix.*

"DEMO is the anti-trade show," said **Jim Forbes**, co-producer of the 2001 edition of the annual emerging technologies conference held last month. The companies invited to attend the three-day event, he said, "have to put their product on a desktop and explain their technology or their business proposition – in under eight minutes." And 77 companies, from Acallto, Inc. (virtual phone systems) to Zone Labs, Inc. (Internet security) were happy to do just that.

Founded in 1990 and produced by San Mateo, Calif.-based IDG Executive Forums, this year's DEMO drew a sell-out 875 attendees – from venture capitalists and private investors to directors of new business development – to the Pointe Hilton in Phoenix to get a first look at technology's future products, hand-selected for the show by Forbes and DEMO Executive Producer **Chris Shipley**.

Forbes said he and Shipley did much of their initial screening of the more than 800 entries via a Web page where entrants were asked to fill out a form describing their technology. Based on that data Shipley and Forbes decided if the company was a viable DEMO candidate.

"We look at technologies more than companies," Forbes said. "Our view is that the products at DEMO will be representative of where the industry will be in two years" — the Palm Pilot made a notable debut at the 1996 DEMO – "or that the product is the best we've ever seen." Forbes said he and Shipley look for four things:

- Products that create new usage patterns or categories.
- Products that redefine usage patterns or categories.

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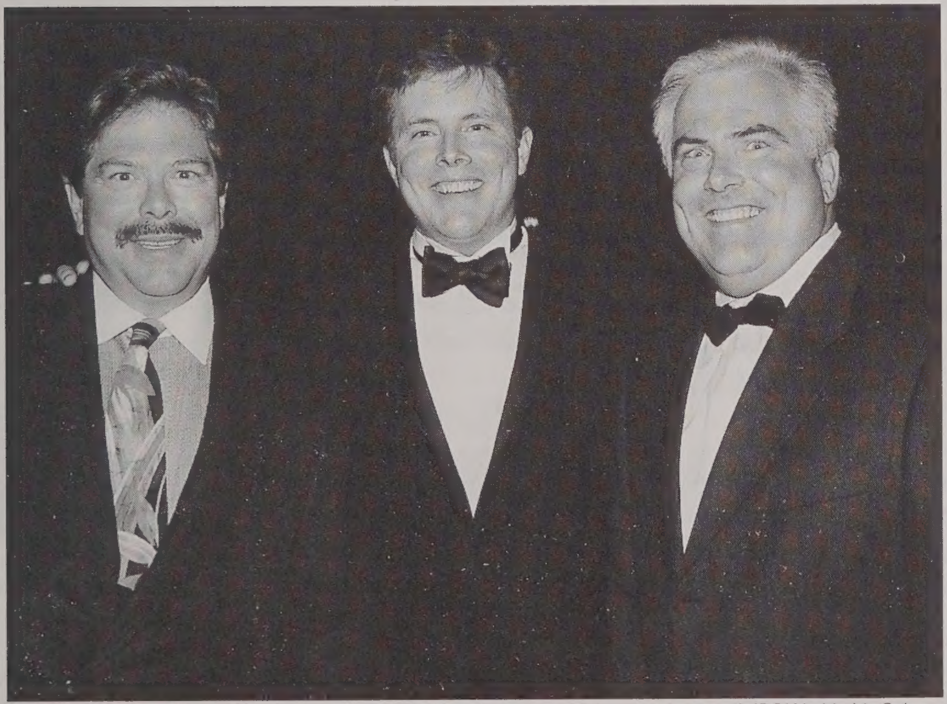
For the Mahowald siblings, IDC runs in the family

Some dynasties take centuries to found. The Mahowald brothers of IDC launched theirs in just four years.



Three of the four Mahowald brothers — (from left): Tom, George and John — at last year's IDC Worldwide Sales Meeting in Phoenix. Brother Robert, a research analyst, was not in attendance.

Tom (age 45) and **George** (37) **Mahowald** (pronounced 'Ma-HO-wald') joined IDC in June 1996 as senior sales manager and senior account executive, respectively; **John** (44) and **Robert** (36) joined in January and April of last year as senior account executive and research analyst. Tom, who had been an IDC client for several years while working in the software business, is now an associate vice president and works remotely from his home in Boulder, Colo., selling to major accounts in the management consulting and IT services arena, including McKinsey, EDS and Bain. A former U.S. Army officer, George works at IDC in Framingham, Mass., as a sales manager, selling to major vendor accounts such as AT&T, Lucent Technologies and Red Hat. Senior Account Executive John came to IDC after 16 years with legal publisher CCH and is part of IDC's Global Enterprise Advisory Team, working from his home office in suburban Seattle selling new business to user accounts in the Pacific Northwest. Robert, previously a training and operations manager with the Department of Defense, is now senior research analyst (while all his brothers are in sales) in the Framingham-based Collaborative Computing

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in brief

Network World Germany celebrates first year with two reader events

Right on the heels of their one-year anniversary celebration, *Network World Germany* had a busy February hosting two information-sharing events for readers.

"How to Improve Your Network Storage" drew more than 100 attendees and attracted seven leading storage companies as sponsors, including Compaq, Datacore, StorageTek and MTI. Rupert Auer, board director of the Fibre Channel Industry Association Europe, delivered the keynote.

Network World Germany Publisher ***Eva-Maria Behrendt*** *shows off the anniversary cake from the Systems party.*

The other day-long event, "Network Management Meets E-Business," was billed as a "Tech Update." Seventy attendees heard short presentations on network management solutions in the morning with longer technical sessions in the afternoon. Except for one technical presentation by a Meta Group analyst, all the presentations were conducted by the eight sponsor companies, which included Tivoli, Aprisma and GE CompuNet, among others.

Last November at the Systems show in Munich, *Network World Germany* celebrated its first successful year as part of the *Network World* product line and a major player in the print, online and event arenas. *Computerwoche* had originally acquired the networking title *gateway* from Heinz Heise in 1998 and changed its name and distribution formula in 1999.

Network World Chief Editor ***Oliver Häussler*** *(left) introduces one of the speakers at the "Network Management Meets E-Business" event last month.*

NetworkWorld Germany's booth at Systems served as a major meeting point for networking and telecom professionals and featured interviews with industry experts on the latest networking trends. Also featured was the *Network World* test center, which demonstrated single and comparative tests of hardware and software products run by the editorial staff of *Network World Germany*, the European Advanced Networking Test Center and other international partners.

Published 24 times a year, the tabloid has a controlled circulation of more than 51,000 qualified readers. A typical issue has 100 pages and a 45:55 ad:edit ratio; the staff's goal is to reach the 50:50 mark this year. The 40-person staff has shaped *Network World* into the market leader in terms of sales of A4-sized ads, ahead of key competitors *Network Computing* and *Lanline*. Sales have increased 78% from the period 1997/1998 to 1999/2000.

For more information contact Marketing Director **Sylvia Freidel** at sfriedel@networkworld.de. WU

IDG's Taiwan publishing partner adds *The Industry Standard, CIO*

Since taking over responsibility for *Computerworld/InfoWorld Taiwan* and *PC World Taiwan* last May, IDG's publishing partner in Tapei has added two more IDG titles. Following its conversion of its *Infopro* title to *CIO Taiwan* the company also launched *The Standard Taiwan* in December.

"We are very pleased to have *CIO* published by our partner, Infopro," said **Tim Clarke**, IDG International Publishing Services vice president, Licensing. "It is testament to the strength of IDG's brands that *Infopro* would convert one of its longest standing titles to a *CIO* edition."

Founded in 1984, Infopro Group is the largest IT media group in Taiwan. *Computerworld/InfoWorld* is published weekly and has a circulation of 25,331. *The Standard* is circulated weekly to 60,000 readers, the monthly *PC World Taiwan* reaches 60,000 and the weekly *CIO* has an initial circulation of 40,000.

In July 2000, Infopro was also named one of two exclusive sales representatives for IDG Global Solutions in Asia.

(L-R): IDG Global Solutions/Asia Pacific President ***John Tan****, Infopro Group Chairman* ***Albert Wu*** *and IDG International Publishing Services VP/Licensing* ***Tim Clarke*** *show off the new CIO Taiwan.*

Infopro's other businesses include multimedia products, marketing and events services, training programs, online businesses and venture investment. A publicly traded company, Infopro has been listed on Taiwan's over-the-counter TIGER market since April 19. WU

Q and A

David Fernando
The managing director of PC Advisor UK Ltd. is this week's guest columnist. He may be reached at david_fernando @idg.com.

PC Advisor at-a-glance

Year PC Advisor launched 1994

Year bought by IDG 1995

Number of employees 41

Circulation 152,000 (ABC July-Dec. 2000)

Number of competitors in local market More than eight

PC penetration in U.K. 33% (Country data from Ovum 2001)

Web site www.pcadvisor.co.uk

Q Could you describe *PC Advisor*'s position in the market?

A *PC Advisor* is aimed at IT-proficient business managers in the U.K. That's to say our core target is business professionals responsible for IT purchasing and recommendation, rather than IT professionals. We are also aware that the magazine is bought by these individuals for both work and home use, and the design, content and advertising reflects this. However, the vast majority of the editorial is written with the business user in mind.

We place a lot of importance on high-quality editorial and editorial values. *PC Advisor* is successfully becoming the most independent voice championing the needs of the end user and focuses on a balanced mix of products and productivity. Our unremitting emphasis on reader needs has ensured that *PC Advisor* has become one of the stronger (possibly the strongest) monthly PC magazine brand in the country.

PC Advisor has a monthly sold circulation of just over 152,000 (36,000 of which are subscribers and the remainder sold on the newsstand). This ranks us No. 3 in sheer volume in our market, but No. 2 when newsstand sales are taken in isolation. We are happy with this at present because it makes *PC Advisor* the biggest newsstand seller of all the 'serious' PC monthlies – only bettered by *Computer Shopper* which is a cheaper, catalogue-type magazine with only a 35% editorial ratio.

PC Advisor is positioned in the burgeoning middle ground, below large corporate users with organized IT, but above the novice. This area ranges from PC-literate managers in medium-sized and small companies down to sole traders and individual home users. The major competitors serving the U.K. PC magazine market range from VNU's *PC Magazine* (the ex-ZD title) for the professional user, to Dennis Publishing's *Computer Shopper* at the bottom. There are also six other competitors in between.

Q The U.K. publishing market is reputed to be one of the most competitive and over-published markets in the world. Why?

A There are many reasons – but high levels of media consumption is a British way of life. TV, radio, several national newspapers and an extremely busy newsstand presence for magazines are all part and parcel of living in the U.K.

High postage costs together with the Royal Mail's monopolistic hold on postal distribution in the U.K. means that most publishers do not pursue the subscription method as much as in the U.S. The controlled circulation B2B magazines are the exception, but they are either smaller pagination and circulation, or fueled by massive ad revenues, normally recruitment related. By comparison, the newsstand route can be far more profitable if you get it right. The number of retail outlets selling a good selection of magazines is very high in the U.K. However, the number of titles available isn't always matched by the quality! It can be cheap to publish magazines here, but quality always come at a price. Nevertheless, many publishers still have a go, and the birth and death rate of magazines can be astonishing.

At the newsstand, publishers have an opportunity to tempt readers to switch brands every day, week or month. Consequently, brand loyalty is harder to come by and many markets fight out the reader marketshare battle with covermounts, special offers and supplements on a daily basis.

Then there are often artificial forces at work behind the overpopulating of the U.K. magazine market. This is particularly true of the monthly PC magazine market: there are simply too many magazines for current consumer demand, but certain publishers (particularly VNU and Future) have long pursued a strategy of segmenting and re-segmenting markets, creating artificial niches in the process. Each of these niches is served by yet another magazine, which is then pushed out to readers who don't appreciate the nuances. This might make hay while the sun shines, but in a tighter market – like the one we're in at present – the cost of this strategy can be dear as readers get more discerning about what they spend their money on.

It is no coincidence that *PC Advisor* has been the fastest growing magazine in our market over the past four or five years, and our clear positioning, unique blend of editorial quality and reader value for money has helped enormously.

Q What's it like being a smaller publishing unit the midst of larger competitors in the U.K.?

A We love it! Following the ZD acquisition in Europe, VNU has a portfolio of five PC titles in the U.K. Our other competitor, Dennis Publishing, has at least three that we monitor closely. This could be daunting, and our rivals attempt to exploit the situation accordingly. An analogy, used by [IDG Chairman] **Pat McGovern** not so long ago is that in the face of some large corporate publishing 'aircraft carriers,' the decentralized nature of IDG allows our business units to act as a massive fleet of smaller,

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Mahowald

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program helping vendors forecast demand and trends in the messaging applications market.

"I was the first to interview at IDC," George said, who had heard about IDC from a college friend, **Steve Frantzen**, now general manager of IDC Central Europe. "I was not immediately successful, and it took about five years before the fit for an appropriate position was right." In the meantime he pointed IDC senior sales management in brother Tom's direction.

> *"This is the first time they've seen us work so hard toward the same objective since we discovered girls."*
>
> *— Tom Mahowald*

In a domino effect, Tom then encouraged John to look into IDC when John noticed Tom was having a lot more fun at work than he was. "Tom insisted it was similar to what I was doing in legal publishing — sales and renewal of subscription-based software," John said. Bringing it full circle John said that it was George who convinced him "to get out of [his] comfort zone," and try IDC.

George noted that at a company sales meeting IDC President **Kirk Campbell** half-jokingly asked him if he had any more brothers. "I quickly replied yes, I have this brother named Robert, a writer," he said.

So, recommended by George and abetted by Tom who gathered the strategic materials – manager biographies and program descriptions – he needed for his interviews, Robert was the last Mahowald to come aboard. "The lure for me was that there would be a chance to work with my brothers," Robert said, thinking that he might work with them more, "but I had no idea of the breadth of IDC's coverage and client audiences, so now I understand why we don't cross paths more often."

*George Mahowald, Sr. and his wife Therese (front) have a much easier job of keeping tabs on their sons these days as all four now work for IDC. From left: **Robert**, sister Cathy, **George Jr.**, sister Jeanne, **Tom** and **John.***

Working out the employee-referral bonuses was a logistical headache. George said that he received one for referring John, then split Robert's referral with John. "After seeing how much I like being at IDC, I think I owe them all dinner when I see them next!" Robert said.

Outside of the occasional canoe trip, the brothers had all been a bit out of touch before launching their IDC careers. They grew up in the Chicago area, all hated peas, all went to the University of Iowa in Iowa City – except for Tom who attended the University of Colorado — and then dispersed across the U.S. As children Tom and Robert ("the dark Mahowalds," Tom noted) roomed together, while George roomed with John ("the light Mahowalds"). "But our parents really pushed group vacations, especially camping trips," Robert said. "I definitely see more of my brothers now since I work for IDC."

Their parents approve of them all working for the same company. "This is the first time they've seen us work so hard toward the same objective since we discovered girls," Tom said.

The Mahowalds may see more of each other now, but they don't often work together (despite the fact that they occasionally get each other's commission statements). George said that Robert was the senior analyst on a consulting project his group recently presented to Lucent Technologies, and George and John were members of the IT Advisory Sales Team. John said it was a "special moment" for him to have Robert help him out on a proposal with a tight deadline. "It opened my eyes to how talented a writer he is and how good he is at word-processing and formatting. It blew me away that my 'kid brother' had this talent that I really was not fully aware of before." (Impressing more than just his siblings, last month Robert was named Analyst Rookie of the Year at an IDC company meeting.)

Returning John's compliment, Robert said, "My brothers have all become very good salesmen, and I think everybody is doing the role within IDC for which they are best suited."

Word of the Mahowald dynasty is leaking out. According to George, a Lucent client who was also working with Robert said he was jealous of them and that he thought it would be fun to work with his brothers. Robert said he tries to keep the dynasty on a need-to-know-basis, "but when I have to explain it to clients and colleagues they either say, 'I wish I could work with my sibling' or 'I could never get along with my sibling at work.'"

"We get more support than kidding about being part of the same company," Robert concluded. "We all have good things to say about IDC, so our parents think we're all stars!"

IDG

Week of March 5, 2001

Copy Editor (CXO)
The Copy Editor will edit copy for style, clarity and correctness; proofread materials at various stages of production; and work with the copy chief, features editors and designers to coordinate copy traffic. Requirements: Minimum three years of copy-editing experience, preferably at a magazine or newspaper. Quality obsession and attention to detail are essential. Must work well in a team environment, possess excellent communications skills and be able to handle multiple deadlines. Familiarity with business and technology issues is a plus, as is experience with Macintosh, Word, Quark, QPS, e-mail and online technologies. Location: Framingham MA
Contact: J. Snow, Email: jennifer_snow@idg.com

Facilities Coordinator II (CSV)
As a key member of the facilities team, the facilities coordinator will be responsible for safety and security administration in an office setting. This includes conducting inspections of existing buildings and work space to determine the extent of repairs, remodeling, alterations, or extensions required, and to assure building safety and fire code compliance. Other responsibilities will include development of safety & disaster preparedness training and management of photo ID card key system. Does this sound like something you're ready to tackle? Please contact us if you've got experience in facility-related services; basic knowledge of PC and Mac computers; knowledge of various security systems and local building & fire codes & basic electrical and mechanical standards; and a valid California driver's license with a good driving record. The perfect candidate will also be detail oriented and have stellar communications skills. Location: San Francisco CA
Contact: R. Gibson, Email: ron_gibson@pcworld.com

Market Development Director (IDC)
IDC is currently looking for a Market Development Director. The person in this role will have the overall responsibility for marketing in the eBusiness group. This will include product marketing, advertising, PR, lead generation, and extensive sales support. Candidate should be able to develop marketing strategies to increase revenues, and be able to execute those strategies. Working closely with the sales team is a requirement. This person will also be representing the eBusiness research group and its products to clients, prospects, and the press. The ideal candidate will have 10+ years in marketing and business development. Staff management is a plus, but not required.
Location: Framingham MA
Contact: E. Cole, ecole_ @idc.com

Software Engineer (IDC)
Software engineer with strong technical and communication skills to develop and support document templates, workflow, and publishing systems in the Publishing Services & Technologies group. Responsibilities include application development and support, systems and data integration, quality assurance and documentation. Job Responsibilities 1. Develop and support interfaces required to support IDC Sage program. 2. Develop and support interfaces required to support IDC Portals and Partners program. 3. Develop and support Microsoft Word and other templates based on user requirements. 4. Develop interfaces into and out of our XML-based content repository. This will involve developing XML DTD's and or Schemas and XSL Style sheets for print and Web. 5. Develop detailed design specifications based on high level designs. 6. Develop application programs based on detailed design specifications. 7. Develop and execute test plans. 8. Develop user and technical documentation. This includes, but is not limited to, user guides, administration guides, etc. 9. Perform other duties as assigned. Knowledge & Experience 1. 2+ years related experience. 2. Desktop publishing and template development experience. Good understanding of Word, Excel, and other Microsoft Office tools. XML a plus. 3. Programming experience: Visual Basic for Applications, Microsoft Office Developer Suite, HTML. Lotus Notes, SQL, XML, and Adobe Acrobat are pluses. 4. Desire to learn is essential. 5. Good communication skills and the ability to work directly with users. 6. Ability to work with limited supervision. Educational Background 1. BA/BS in CS, CIS, MIS or equivalent. List of Tasks for Software Engineer 1. Support, develop, and assist in administering our Portals and Partners Interfaces and to the next generation IDC Web site. We currently provide our Portals and Partners with either custom or XML versions of IDC content. The list of Partners is growing. 2. Participate in the design, development, and implementation of a state of the art XML authoring environment that will allow us to simultaneously author and publish to multiple media types and enhance our automated delivery of content to both our Portals and Partners and to the next generation IDC Web site. 3. Support and development of the Templates used in publishing processes. These are primarily MS Office templates used by IDC employees to author IDC documents and related collateral material. Work will involve creating new templates, designing the corresponding XML dtd's for validation, and the XSL stylesheets for content delivery. 4. Perform other related duties as assigned. Location: Framingham MA
Contact: D. Leone, Email: dleone@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

DEMO

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*Attendees at this year's DEMO conference listen as Executive Producer **Chris Shipley** discusses some of the new products selected to be featured at the event.*

> *"DEMO's reputation continues to be that of the place where the movers and shakers go and deals happen. This hugely benefits IDG's reputation in that IDG is creating one of the centers where business happens."*
>
> — Tammie Helm, interim director of marketing, IDG Executive Forums

- Companies with a new product and a significant partnership or backing.
- Products that are "flat-out, drop-dead cool."

Some of the products that caught their eyes this year were the following:

- A Kodak camera that combines still-motion photography and an MP3 digital music system priced under $270 and aimed at the youth market. ("We chose it because Generation Y is an increasing factor in the market," Forbes said.)
- Electronic Arts' interactive online conspiracy game, Majestic, which is played with a computer, a personal digital assistant, a fax machine or voicemail or any combination of them. ("It's incredibly addictive and immersive.")
- Intuit's small-business additions to its QuickBooks financial software line that address different vertical markets.
- A new Microsoft Outlook technology that notes how users respond to e-mail; if certain people are responded to instantly then it sees that the user is notified of further e-mails from them when logged off their computer, e-mails that can then be displayed on a cellular phone or handheld device.

Tammie Helm, Executive Forums interim director of marketing, said that what drives people to DEMO is the time Shipley and Forbes take to choose the right products to show. "We do the filtering so the attendees don't have to go and walk around the Comdex floor," she said. "They come to our show for clarity and focus."

Helm noted that a great deal of business happens at DEMO among the many venture capitalists and high-level executives who attend and that, amid all new products and networking, companies are funded, bought and sold. "DEMO's reputation continues to be that of the place where the movers and shakers go and deals happen," she said. "This hugely benefits IDG's reputation in that IDG is creating one of the centers where business happens."

DEMO's format consists of a free-standing Demonstrator Pavilion in which all of the chosen products and companies are on display, and morning and afternoon general sessions during which a select number of companies showing new products present their product and business plan. Thirty-four were chosen to present this year.

Shipley said presenters are chosen where major industry themes are seen developing so DEMO can communicate to its audience where the market is moving. "The overriding theme this year was a return to fundamentals," she said. "Companies are going back to building products that solve business problems. Other themes we saw were peer-to-peer and distributed computing — and their inherent bandwidth and scalability issues — and mobility, which has really become part of the mainstream of application development and pushing information beyond the Internet to wherever people are."

DEMO organizers also introduced HotSeat in which a random company's CEO or delegate was asked to stand and explain their business proposition to the audience on camera and in under 60 seconds. "We think of DEMO as being very egalitarian," Forbes said, "and treat small companies the same as big ones. Because not all of our demonstrators can be presenters, HotSeat allows more companies to deliver their message to our live audience. Some were clearly uncomfortable, but they all performed – and none went over 60 seconds."

Helm noted that toward the end of the conference, companies in the HotSeat started trying to outdo each other. "One held up 8 ½-by-11 handwritten sheets in lieu of a slide presentation," she said.

This year's conference generated a great deal of press coverage in the U.S., with stories running on CNN, in *The Wall Street Journal*, *The Los Angeles Times*, *The Boston Globe* and *The New York Times*, which called DEMO "technology's ultimate road show."

"This year's DEMO was held in a period when the market was full of gloom," Shipley said. "What we were able to capture at DEMO is that real usable technology is better than it ever has been. The quality of products, companies and entrepreneurs were truly outstanding. The chaff has been blown away, and we're left with a great foundation on which to build."

For more information on DEMO go to www.demo.com or contact Tammie Helm at tammie@idgexecforums.com.

noteworthy people

Phelps-Jimenez

Costello

Roy

Krazit

Brown

Bloomberg

IDG WORLD UPDATE PHOTOS

Promotions

PC World Customer Service Specialist **Tina Phelps-Jimenez** has been promoted to customer service supervisor. "Tina has done an outstanding job since she joined the Consumer Marketing department, ensuring that *PC World*'s readers and subscribers receive top-notch support when they call with a question or a problem," said **David Cobb**, associate circulation director. "She has truly distinguished herself during PC World's transition to a new fulfillment vendor by taking on additional responsibility and managing the customer service functions performed for us by our partners at CDS. I can say that the people who speak with our customers every day have never been better coached or more closely monitored than they are today."

IDG News Service Copy Editor **Sam Costello**, who joined the business unit as an editorial assistant last June and was promoted to copy editor just a few months later, moves up in the ranks to U.S. correspondent. "Sam's rapid ascent at the News Service reflects his talent, hard work and a great deal of native ability — he's made solid contributions as a writer since his first month on the job," said Editor-in-Chief **Elizabeth Heichler**. "We're delighted that we've been able to give him the opportunities to shine."

New employees

Danielle Roy joins the IDG News Service's Boston office as editorial assistant. She held a similar title at her last job with Course Technology, a publishing company owned by Thomson Learning. She earned a B.S. in marketing and an M.A. in journalism, both from Quinnipiac University in Hamden, Conn., and enjoys hiking, skiing and "outdoor stuff."

Previously a sales representative with Cahners Business Information's "Design News," **Tom Krazit** makes the leap to the editorial side of publishing as a copy editor with the IDG News Service in Boston. He holds a B.S. in marketing from Boston College, plays bass guitar in a band called Consider This and is an ardent skier.

Account Executive **Cristi Brown** comes to IDG Communications' San Francisco office from Tyee Euro RSCG where she was an assistant account executive. She graduated from the University of Oregon with a B.S. in business administration. Cristi enjoys cycling, hiking and scuba diving and recently moved from Portland, Ore., to San Francisco and found an apartment, not an easy task.

Jason Bloomberg joins IDC Framingham as program director for the Online Retail Research group. He was previously director of Web solutions with Wavebend Solutions, an e-business solutions provider. He holds a B.A. in physics from Pomona College in Claremont, Calif., and M.A.s in both mathematics and the history and philosophy of science from the University of Pittsburgh. A published author in *EC Technology News*, an electronic commerce journal, he also enjoys spending time with his family and living in – and fixing up – a big, old house.

After working for IDC Framingham several months as an independent contractor, **Lydia Capuano** has been hired full-time as an applications developer. Prior to coming to IDC she was in portfolio management at FleetBoston Financial's corporate leasing subsidiary. She holds a B.S. in communications from Boston's Emerson College, a client/server programming and Web development certificate from Clark University in Worcester, Mass., and is currently finishing her M.B.A. at Boston University. She enjoys sports, travel – "anything adventurous!"

Lisa Petrocca is IDC Framingham's new telecom assistant, coming from technical recruiting firm Comsys where she was an administrative assistant and front desk coordinator. She holds an associate's degree in business from Fisher Junior College in Boston and is also licensed as a cosmetologist and a travel agent. She enjoys traveling the Caribbean and reading true crime literature.

Dawn White has joined IDC as a senior account executive for the Global Enterprise Advisory group and is based in Atlanta, Georgia. She was previously national account manager for Naviant, selling Internet marketing solutions. Dawn has a B.A. in political science from the University of the South in Sewanee, Tenn. Skiing, travel and reading take up her free time.

Previously office coordinator with the Bernon Center for Public Service at Babson College, **Kimberly Tulman** is now an associate marketing leads coordinator with IDC Framingham. She holds a B.S. in business from Babson, enjoys sports and participating in community service projects, the most recent an after-school children's program at a low-income housing project.

James McNamara joins IDC Framingham as manager of U.S. infrastructure, coming from his role as director of operations with ON Technology Corp. He holds an M.B.A. from Bentley College's Graduate School of Business in Waltham, Mass. Away from the office he enjoys spending time with his family, golf and music.

Previously the online news editor at Bostom.com, **Ken Mingis** joins *Computerworld* as online newletter editor. He has a B.A. in journalism and political science from the University of North Carolina/Chapel Hill. In his spare time Ken tinkers with Macintosh computers and enjoys weightlifting and biking.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

37
Pat McGovern *IDG*

24
Diane Martin *CXO Media*

23
Tom Monahan *Computerworld*

19
Fred LoSapio *Computerworld*
Mary Ann McAuley *IDG*

12
Fatima Ruiz del Olmo *IDG Spain*

11
Carlos de la Iglesia *IDG Spain*

10
Randy Ross *PC World*
Heidi Broadley *Computerworld*
David Wren *IDG U.K.*

9
Ousmane Keita *IDG Czech*
Teresa Lin *IDG Hong Kong*
Elizabeth McPherson *IDC*
Jimmy Yu *IDG Singapore*
Frances Whalen *IDG*

8
Eva Pechova *IDG Czech*
Naohito Kato *IDG Japan*
Barry Sanders *IDG Australia*

7
Garry Vlass *IDC*
Jaikumar Vijayan *Computerworld*
Ross Owens *InfoWorld*
Paul Tyler *IDG*

6
Martin Fatun *IDG Czech*
Kimberly Giovanni *InfoWorld*
Antonette Cutone *IDG*

5
Daniel Vojnik *IDG Czech*
Calvin Wade *IDC*
Ephraim Schwartz *InfoWorld*
Carlos Chenel *IDG Spain*
Tom Field *CXO Media*

3
Ivan Novotny *IDG Czech*
Mariaelena Robles *PC World*
Wayne Hetherington *IDC*
Masao Ishii *IDG Japan*
Ian Sharp *IDG Australia*
Jennifer McOuat *CXO Media*

2
Jonathan Seff *Mac Publishing*
Lisa Browne *IDG*
David Tapper *IDC*
Hector Hernandez *IDC*
Paul Mouradian *IDC*
Michelle Obrda *IDC*
Nancy Wilson *Computerworld*
Aaron Gallagher *InfoWorld*
Caroline Brooks *IDG Global Solutions*
Justine Banfield *IDG New Zealand*
Christopher Brown *CXO Media*
Lisa Chaffin *CXO Media*
Sarah Hatcher *IDG*

1
Hilary Weber *Mac Publishing*
Yosune Camio *PC World*
Melissa Utter *IDC*
Timothy Grieser *IDC*
Lucie Draper *IDC*
Juan Orozco *IDC*
Caroline Raynaud *IDC*
Melissa Solomon *Computerworld*
Michele Wescott *Computerworld*
Anne-Marie Trebendis *Computerworld*
Suzanne Rozier *IDG Global Solutions*
Hanne Tuomisto *IDG Global Solutions*
Richard Friedman *ITworld.com*
Richard Matthews *IDG New Zealand*
Doris Forde *IDG World Expo*
Jennifer Snow *IDG*
Stephen Athan *IDG World Expo*

Please note: Business units wishing to have employees' anniversaries listed may send information to *IDG World Update* at world_update@idg.com.

Executive Q&A

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more nimble and reactive vessels. This is especially true of *PC Advisor* in the U.K. While VNU slowly tackles the problem of maneuvering its huge array of similar magazines into some sort of meaningful lineup, *PC Advisor* is a potent and focused alternative that can react to market and reader demands more immediately. Likewise, Dennis Publishing needs to work hard to distinguish at least two of its magazines from each other (both to readers and ad planners). We can concentrate on our core product without compromise and do so daily.

Q Does *PC Advisor* differ from *PC World* in any significant ways?

A The main difference is that *PC Advisor* is largely sold on the newsstand as opposed to the subscription model of *PC World*. Oh, and that *PC World* sells about 10 times more copies each month! In terms of market position, *PC Advisor* probably appeals to a more small to medium-size audience than *PC World*, but the similarities outnumber the differences. I still look at *PC World* as the "mothership'"of all *PC World* titles within IDG and both *PC World's* **Jeff Edman** (president) and **Kevin McKean** (editorial director) have been very helpful and supportive of our efforts over the years. Thank you, guys!

While not carrying the *PC World* brand in our name (PC World in the U.K. is a retail chain owned by Dixons Stores Group), *PC Advisor* is extremely proud to be a member of IDG's *PC World* product line. It can be helpful to drop into a conversation over here that *PC Advisor* is actually just one of a close-knit family of over 60 quality PC magazines across the globe. That normally leaves jaws dropping a bit.

Q Any recent successes you want to brag about?

A Yes, actually. In a very tough newsstand market, where our competitors have dropped between 4% and 30% in circulation over the past six months, *PC Advisor* improved by more than 1%. This should have a real impact among advertisers and shows we have the most loyal readers.

PC Advisor does not necessarily want to sell more copies than any other PC magazine, but the gap between us and the highest seller – *Computer Shopper* – has just narrowed from 15,000 to 3,500. We're all going out for a few warm beers soon to celebrate.

Q Any plans for any new products you can share at this point?

A Nothing I can disclose at the moment, but talks are ongoing. My ambition is to continue and repeat the success of *PC Advisor* with a new publication. This will further develop a key London business unit which has had such success over the past four or five years under the impeccable stewardship of my predecessor, **Kit Gould**, (now with IDG Ventures Europe).

celebrating 10!

Name
Simon A. Salamon

Home
New York, N.Y.

Joined IDC
Originally joined IDC in 1980 through LINK Resources (division of IDC) and returned in July 1991 as Vice President, Business Development of IDC/LINK.

Current title
Associate Vice President/Industry Major Accounts

Most challenging part of your job
Keeping up with up with new technology trends that affect my clients in all parts of the world.

Best part of your job
Working with a devoted team of sales support people and analysts who are always trying to keep our clients happy.

Career highlight
Developing one of my client's (Lexmark International) yearly spending at IDC from $91,000 in FY97 to about $2 million today.

Memorable moment at work
About 10 years ago, finding out that one of our analysts had a couple of inquiry requests from a guy named Bill Gates.

What's kept you at IDG for 10 years?
Every year there are new challenges for me; seeing IDC produce the best research in the business with the dedicated support of IDC's executive management.

Interests outside the office
Collecting Art Deco objects, music and playing tennis.

Family
The love of my life, my son Jonathan, who is 8 years old.

Last good deed?
While walking on the street one night, I freed a woman who was trapped in a New York City taxi cab that was on fire. She got out safely.

Favorite vacation spot?
Florence, Italy

What others can't tell just by looking at you
That I was born in Stockholm, Sweden.

IDG Chairman ***Pat McGovern*** *(left) hosted IDC's* ***Simon Salamon*** *at a dinner at the Ritz-Carlton in honor of his 10 years of service to the company.*

As a kid, what did you want to be when you grew up?
Host of "The Tonight Show" on NBC-TV, writing my own monologue (Jay Leno, watch out!).

First job
I worked as a Cable TV news correspondent for Time's local cable company.

Retirement dreams?
Settle on a ranch equipped with the latest gizmos and a satellite dish.

Manager's profile
"Simon has seen a lot of change over his tenure at IDC. Originally coming to IDC when two IDG companies (IDC and LINK) merged several years ago, he is the only LINK sales employee to remain at IDC/IDG for the long term. For the last several years he has focused on Major Accounts Sales. Some of his most recent accomplishments include growing the Lexmark account from under a $200,000 account to approximately a $2,000,000 account for IDC and actually getting a 5% increase from Xerox during last month's renewal cycle with them. Simon is a true sales professional who will find a way to make a client say 'yes' no matter what the situation might be!"

— Michael Deutsch, group vice president, Industry Account Sales, IDC

Coming up

Directions 2001
March 13
Boston
Hynes Convention Center
www.idc.com/Events/dir01/default.htm

IDC High Performance Partnering Workshop
March 14-15
Boston, Mass
www.idc.com/Events/hpp01/default.htm

"The Year of Living Dangerously: Internet Security in 2001"
Breakfast Briefing
March 22
Sydney, Australia
www.idc.com.au/events/bb

For more listings go to the Events@IDG section of IDG World Update Online at www.idgworldupdate.com.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

IDG WorldUpdate

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VOLUME 31, NUMBER 11

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WWW.IDGWORLDUPDATE.COM

IDG Norway launches comprehensive sales training program

The team at IDG Norway is putting its money (not to mention time and resources) where its Corporate Values plaque is and launching a comprehensive sales training program designed to enhance professional development, boost motivation and foster team spirit among its entire 40-person sales force.

*From left: **Per Anders Amundsen,** sales manager Computerworld; **Rune Antonsen**, sales manager IDG Magazines; **Morten Christensen** sales coach manager.*

The IDG Sales School, which opened its doors in January, is a year-long program conceived by IDG Norway Sales Coach Manager **Morten Christensen**. Working with training partner Gustav Kaser Training International, the company has developed a program that combines the best of Gustav Kaser's proven sales training programs with customized IDG training that focuses on the specific needs of each publication or department.

To begin, all IDG Norway sales personnel attend Gustav Kaser's standard sales training program, which takes place at that company's office one day a month for a period of six months. Following completion of that program, employees continue their sales education for a second six-month period via weekly 90-minute classes at their own office led by Gustav Kaser staff and IDG sales managers on alternate Mondays.

continued on page 5

IDC gets set for *eWorld 2001*

According to IDC forecasts, over the next four years e-businesses around the world will invest more than $5 trillion in developing and running e-businesses. To better understand the nature of this investment, IDC will launch *eWorld 2001*, the most comprehensive global study of Internet and e-business adoption ever undertaken.

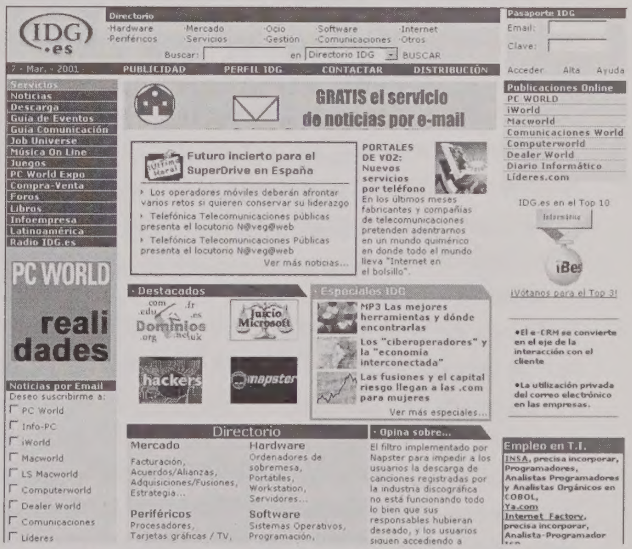
The study will include data on penetration of Web access and usage activities, home page deployment, localization of Web sites and simple demographics.

The project is slated to conclude in May. For more details go to www.idc.com/eworld2001.

IDG Spain unveils major upgrades to 6-year-old site

Spanish IT users got a treat on Valentine's Day when they logged onto their favorite technology site — www.idg.es — last month and found a completely redesigned and enhanced site awaiting them. Among the site's new interactive tools and value-added services are a daily news bulletin via Radio IDG.es, a discussion forum focused on the top issues of the day and a special section devoted to breaking news from Latin America.

Originally launched in 1995, IDG.es was Spain's first dedicated IT site and though today it faces competition from a number of entrants, IDG.es "continues to offer the most complete, thorough and professional content along with outstanding customer service," according to **Javier Nieto**, technical director of IDG.es.



GRATIS el servicio de noticias por e-mail

Futuro incierto para el SuperDrive en España

- Los operadores móviles deberán afrontar varios retos si quieren conservar su liderazgo
- Telefónica Telecomunicaciones públicas presenta el locutorio N@veg@web
- Telefónica Telecomunicaciones Públicas presenta el locutorio N@veg@web

Ver más noticias...

PORTALES DE VOZ: Nuevos servicios por teléfono
En los últimos meses fabricantes y compañías de telecomunicaciones pretenden adentrarnos en un mundo quimérico en donde todo el mundo lleva "Internet en el bolsillo".

MP3 Las mejores herramientas y dónde encontrarlas

Los "ciberoperadores" y la "economía interconectada"

Las fusiones y el capital riesgo llegan a las .com para mujeres

Ver más especiales...

•El e-CRM se convierte en el eje de la interacción con el cliente

•La utilización privada del correo electrónico en las empresas.

Directorio

Mercado
Facturación, Acuerdos/Alianzas, Adquisiciones/Fusiones, Estrategia...

Hardware
Ordenadores de sobremesa, Portátiles, Workstation, Servidores...

Periféricos
Procesadores, Tarjetas gráficas / TV,

Software
Sistemas Operativos, Programación,

El filtro implementado por Napster para impedir a los usuarios la descarga de canciones registradas por la industria discográfica no está funcionando todo lo bien que sus responsables hubieran deseado, y los usuarios siguen accediendo a

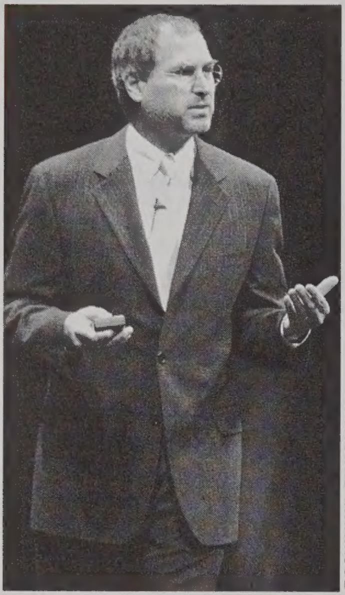
INSA, precisa incorporar, Programadores, Analistas Programadores y Analistas Orgánicos en COBOL,
Ya.com
Internet Factory, precisa incorporar, Analista-Programador

A daily radio briefing and a new Latin America news section are among the enhancements on IDG.es.

The site routinely garners 400,000 visits per month with upward of 4 million impressions. Proof of its popularity within Spain's IT community recently came in the form of a Top 10 nomination in the iBest 2001 Awards, an annual competition that

continued on page 4

World Expo Japan increases conference component of Macworld show



TOSHIYUKI FUJISAWA

The Asian Wall Street Journal reported that Apple CEO Steve Jobs caused a stir when he took to the stage attired in a gray pinstriped suit, white shirt and silver tie, a departure from his signature garb of jeans and a black turtleneck.

Befitting its 11-year tradition, the most popular Mac event in Japan generated large, enthusiastic crowds and a host of new products that had not yet been seen outside the U.S. More than 180,000 people went through the turnstiles at Macworld Conference and Expo/Tokyo Feb. 22-24. The tally of exhibitors was 204.

The event featured more conference sessions than ever – 18 paid seminars and two dozen other sessions and presentations. As a result IDG World Expo Japan incorporated the word "conference" in the show's formal name, following the lead of Macworld events in the U.S.

During his keynote address, Apple Computer CEO Steve Jobs introduced the new Power Mac G4 Cube and three new versions of the iMac computer. In addition, digital music was a prominent theme during Jobs' two-hour presentation. Calling digital music an important part of the still-developing digital lifestyle, Jobs outlined his vision for the Mac computer to be at the center of a digital home entertainment network. He unveiled five new television commercials that will air in Japan promoting the new iTunes software – a digital music jukebox – and the iMac's CD burning ability.

A crowd of 6,600, 100 more people than last year, attended Jobs' keynote. The speech was broadcast to Asia, Europe and the U.S. by satellite. To view it on the Web go to www.apple.com/quicktime/qtv/mwtky01.

Thousands of people lined up early to get a good seat for Apple CEO Steve Jobs' keynote address.

Macworld Conference and Expo/Tokyo issued more than 1,000 press credentials, and TV Tokyo aired footage from the exhibit floor and the Apple booth. NHK, Bloomberg TV and SkperfecTV were among the other media present.

For more information contact IDG Japan Sales/Marketing Assistant Manager **Ryutaro Fujii** at rfujii@idg.co.jp or go to www.idg.co.jp/expo/mw (there is an English-language link on the site).

IDG widens lead as top U.S. technology publisher

According to recently released ad growth figures from The Auditor/IMS, IDG finished 2000 with ad pages up 34.4%, nearly three times that of the market as a whole. IDG also recognized significant gains in its online, events and research businesses.

IDG continues to outpace its competition, as Ziff Davis' ad pages fell 5.9% and CMP's ad pages were up less than 1% during 2000. Additionally, IDG's share of technology market ad pages increased 3.8 percentage points to 23.3% in 2000, while CMP page share fell 2.8 percentage points to 21.6%, and Ziff Davis' share fell 3.4 points to 17.6%. According to The Auditor/IMS, with more than 2,100 advertisers, IDG publications attract a greater number of technology marketers than any other technology media company.

IDG's online revenue growth also outpaced the market. While the growth of banner advertising among IDG's Web sites remained strong, with gains of 49% in the last quarter of 2000, the growth rate for "beyond the banner" opportunities, particularly e-newsletters, was even higher at 153%.

Over the past year, IDG also realized strong gains from innovation and investment in new publishing, online, research and events initiatives. The company launched more than 10 new publications in 2000 including *CIO* in Japan, *Darwin* in the U.S., *Mobile World* in Sweden, *PC World* in Nigeria, *tecChannel* in Germany and the *Industry Standard* in Australia, Sweden, Switzerland, Brazil, U.K. and Poland.

New events included ASP World in the U.S., and Internet Commerce Expo (iCE) and LinuxWorld in Germany.

On the research front, IDC introduced the Internet Executive research program and more than a dozen new conferences.

Check out IDG World Update Online

Take a look at www.idgworldupdate.com for news, back issues, IDG events listings, easy access to the online IDG Directory, a do-it-yourself classified ad section ("Marketplace") open to employees worldwide and more. Don't forget to vote on the new "Question of the Week!"

If you don't yet have a password, request one online.

Correction

Simon Thomas (IDG Global Solutions) was inadvertently omitted from the list of European Web Support Center board members in the Feb. 28 issue of *IDG World Update.*

executive Q and A

Paul Molenaar
The managing director of IDG Netherlands and president of the Global Web Support Center, is this week's columnist. He may be reached at paul_molenaar @idg.com.

IDG Communications Vice President/Global Ad Operations ***Erin Wayman*** *also contributed to this column and may be reached at erin_wayman@idg.com.*

Molenaar

IDG Pixel at-a-glance

- IDG Pixel is a single data-tracking system that collects and aggregates IDG-wide pageview and unique user data.
- As of March 1, 121 IDG sites in 17 countries were participating in the program, and more are welcome to sign on. The countries participating are: Austria, Australia, Canada, Switzerland, Germany, Denmark, Spain, France, Hong Kong, Italy, Netherlands, Norway, New Zealand, Poland, Sweden, the U.K. and the U.S.

Q *I read the article about "IDG Pixel," [IDG World Update, Jan. 1] IDG's plan to use Web bugs to track visitors on IDG sites. I'm concerned about the effect this practice may have on IDG's reputation.*

Web bugs are very controversial. Many people see them as a breach of privacy, since they are used to track Web activity usually without the user's knowledge or consent. This data can then be used by the gatherer or third parties with whom it's shared.

As an industry leader, IDG should set a higher standard for Web practices and lead the industry. The fact that other companies use such questionable data gathering techniques does not mean that IDG should follow their example.

Just for fun, I went to the site of one IDG U.S. publication and looked at the source code for the homepage. At the bottom there is a Web bug. I then — after quite some searching — located the privacy policy for the site. It does not mention anything about tracking users with Web bugs.

I think that at the least, the use of Web bugs should be disclosed prominently in the privacy policy of any IDG site using them. But most of all, I think IDG should not use this controversial technique. I think this will adversely affect the confidence of the industry and our readers, which in the long run will cause IDG to lose market share to players who don't use Web bugs.

A Privacy was, is and always will always be of the highest importance to all of IDG. And this is not just a gratuitous comment, nor is it an ideological statement: it's the core aspect of our business, both in print and online. The trust we're given by the reader — our most important customer — is what enables us to have a successful business. We even believe privacy will grow in importance, which is demonstrated in the way privacy issues raise attention within the media *and* among governmental institutions around the world. We've seen examples in the past of companies almost going out of business on privacy issues.

Given that environment, we indeed are extra careful about anything we undertake, on our Web sites in particular. This includes the two pixels we ask every business unit to put on each of their Web sites. Without getting too technical, let me explain why we introduced these pixels and what they actually do (and don't do!).

Why

In the online environment, we sometimes have the illusion that everything is 'measurable' and therefore very exact. Actually, we find it's rather the opposite. Everything is indeed measurable, but the result is far from exact. In dealing with print publications we know the exact print run, we know how many copies we sell and/or send, and from audience studies we know how many pass-along readers there are per issue so we have a fairly accurate estimate on the audience size of a publication. The same goes for events; attendance can be measured with little room for error.

Now, because we can 'see' individual users' behavior, we assume we know a lot more about our Web sites' performance. The problem here is twofold:

1) There are many technical burdens that prevent us from achieving accurate measurement results. A lot of variables related to our readers can influence measurements. This could include how Internet access is set up in a company, whether or not certain features are blocked on the browser, etc.
2) The measurements we do come up with lack a common ground. There is an appearance of common language, but no common definition of that language. A "visit" to a Web site can be reported by two different measurement systems on the same Web site with totally different results because different definitions apply. It's like ordering a hamburger in one restaurant and getting it, while being served a cup of soup (or french fries or caviar) in another when requesting the same item.

How

The 'IDG Pixel Program' was introduced to address some of these issues, particularly to create a common definition by selecting a single one. That was achieved by having it run through DoubleClick's DART ad-serving solution, exactly the same way our ads are being served. As DART measures delivery of ads online, we "piggyback" our measurement system on top of that, as most of the functionalities needed to deliver ads are needed to do elementary measurements on Web site usage. DART reports on how often an individual ad has been delivered and whether or not it has been delivered to the same customer more than is required/desired (a so-called "frequency cap"). If we put the same 'special ad' on every single page of a Web site, we can measure how many times that 'ad' has been served and to how many individual customers. This is the kind of basic, no frills no fancy data we need to know what we're talking about. So, we gave all of the IDG sites two of the smallest ads possible (a single pixel each) to be put on every one of their pages.

Still, the technical limitations apply (we still may get

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IDG Spain

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honors Spain's leading Web sites in a variety of categories.

IDG Spain was the only IT publisher nominated in this year's computing category. The top three winners are selected by users as well as iBest staff and will be announced next month.

Leading the enhancements to the IDG.es site is the launch of Radio IDG.es, a pioneering multimedia initiative in the Spanish IT editorial sector. Each day, IDG Spain's Web team works with journalists from the company's various publications to cull the top news headlines from the industry and create a five-minute streaming radio segment.

COMPUTERWORLD
El mercado Unix español alcanza los 40.000 millones de pesetas
Macworld

The IDG.es team (from left): ***Adoracion Lopez, Manuel Pastor, Silvia Garcia, Sergio Nadal, Carmen Lancho, Daniel Comino*** *and* ***Javier Nieto****.*

Other enhancements include:

- New tools to easily access specific information available on the site. IDG Spain's Web department created a directory that currently boasts more than 100,000 references to news articles; each month, another 15,000 are added. Visitors can search the contents by using key words, or by choosing from the 10 main categories and 85 sub-categories included, or by selecting according to type of editorial such as news articles, feature articles, benchmarks, tutorials, etc.
- A new Especiales IDG section that offers users access to in-depth news and feature articles grouped according to topics of current high interest.
- "Opina sobre" is an interactive link that invites users to share their opinions on important industry issues. Current questions deal with Napster and the recent controlled power outages in California.
- New search criteria that make it easier for users to download the more than 50 new shareware applications posted to the site each day.
- A new section focusing exclusively on news items from the Latin America IT market and the expansion of Spanish companies in that region.
- Easier access to IDG Spain's lineup of daily free newsletters that complement each of the company's magazines: *Computerworld*, *PC World*, *Comunicaciones World*, *Macworld*, *Diario Informatico*, *Dealer World*, *Dealer World 15*, *iWorld* and the recently launched bimonthly *Lideres.com*, which focuses on the Internet and the New Economy.

"After six months of hard work on this project, seeing the final results is highly gratifying," Nieto said. "But what is equally important is the enthusiasm, the good and bad moments we all have shared and the feeling that each one of us has given the best of ourselves."

And lest anyone think the IDG.es team is satisfied to rest on its laurels, Content Manager **Manuel Pastor** added, "The new Web site is an important step forward, but our work continues, and I would recommend visitors keep a close eye on our site as more surprises are yet to come."

For more information, contact Javier Nieto at jnieto @idg.es or Manuel Pastor at mpastor@idg.es. WU

Fifth annual Webby Awards to be held July 18 in San Francisco

Webheads should mark their calendars and trim their acceptance speeches. The fifth annual Webby Awards will be held Wednesday, July 18 at San Francisco's War Memorial Opera House. Home of the San Francisco Ballet and the San Francisco Opera, the recently renovated venue has not been available for events other than opera or ballet for eight years.

After the Internet industry's year of growing pains, the awards "will be a night to salute the perseverance of leaders in the medium," said **Tiffany Shlain**, founder and director of The Webby Awards. "Now more than ever, people will be looking to the Awards as an indicator of quality." The 2001 Webby Award nominees will be announced April 26th and judged by the 350 members of The International Academy of Digital Arts and Sciences. Acceptance speeches will still be held to five words. More information is available at www.webbyawards.com.

Win a pair of Webby Awards tickets

IDG World Update will hold a random drawing for two tickets to the Webby Awards from among all employees who go to the March 12 issue of IDG World Update Online (www.idgworldupdate.com) and complete the five-question contest.

Log on today!

IDG

Week of March 12, 2001

Account Executive (CXO)

CXO Media is looking for an Account Executive to join the sales team in Philadelphia, PA. You will report into and support the Senior Regional Sales Manager and play a key role in achieving territory goals for CIO and Darwin ad sales and conferences. In this position, you will be responsible for prospecting/cold-calling new clients and supporting existing customers. Demonstrated closing skills and collaborative, creative problem-solving ideas are necessary, as well as ability to develop proposals and presentations. Ideal candidate will also possess excellent verbal/written, organizational and computer skills. Computer industry knowledge and a minimum of 3 years inside/outside sales experience a must.
Location: Philadelphia PA
Contact: B. Senges, Email: **beth_senges@idg.com**

Fluegelman Editorial Intern (CXO)

Learn the fundamentals of publishing while working as an intern for CXO Media, publishers of CIO and Darwin Magazines. We have an exciting opportunity that will provide an understanding of magazine publishing workflow and processes as well as experience in special awards projects work, feature story idea research, fact-checking, and reporting and writing. This intern will participate in several key editorial projects and will receive training and experience in research, reporting and writing. To be considered for this program you must be an individual who is looking to make a career change into publishing. This 6 month temporary position is based in Framingham, MA with a desired start date of May 1.
Location: Framingham MA
Contact: T. Gump, Email: **tanya_gump@idg.com**

VP/Associate Publisher (GMG)

IDG Games Media Group is looking for an Associate Publisher. Responsibilities include planning, organizing, and coordinating all advertising sales and marketing activities for IDG Games Media Group. Participate in developing and setting IDG Games Media Group's publishing strategies. Responsible for achieving overall advertising sales revenue objectives and meeting bottom line profit goals of the publication. Handle budgeting, planning and profitability analysis and interact with the Editor, Circulation Director, Director of Marketing, CFO to optimize overall publishing results. Supervise Regional Advertising Managers, as well as an Administrative Assistant. Maintain good relationships with clients and potential clients. Become actively involved in industry events while playing a key role in leading GamePro as top advertising salesperson on the publication. Orchestrate the execution of publishing strategy to optimize the profitability of GamePro. *Location: San Francisco CA*
Contact: J. Rousseau, **Email: jrousseau@gamepro.com**

Circulation Promotions Manager (GMG)

Responsible for the development and implementation of all direct to publisher new business, all renewals, billings and acknowledgments. -Develop and implement marketing programs to meet publishers qualified circulation goals; includes concept creation, over-seeing promotion production, list research and lettershop instructions. -The implementation of all circulation direct response promotions, including new direct mail, renewals, billings, outside advertising, magazine inserts, and implementation of internet strategies. -Coordinate development of promotions with in-house creative staff. -Preparation of all circulation promotion budgets, including monthly reconciliation and forecasting. -Oversee purchase of all circulation promotion materials -Coordinate the production of all circulation promotion, including printing, list selection, and merge/purge. Oversee promotions through lettershop, mailing and back-end order processing. -Coordinate development and implementation of alternative circulation sources (i.e. with advertisers, outside partners, etc.) Review of promotion response reports to maximize performance of future promotions. *Location: San Francisco CA*
Contact: B. Sours, Email: **bsours@gamepro.com**

Go to **http://careers.idg.com** to view all current job opportunities at IDG

Account Executive (IGS)
IDG Global Solutions, the international sales/marketing team for the leading high-tech publishing company (IDG) is looking for a detail-oriented, organizational whiz to provide sales and administrative support to the Director of International Accounts (DIA). Acting as a liaison with IDG's international offices, the International Account Executive will be responsible for ad schedules, pre-qualifying prospects, and assisting with client presentations and proposals. He/she will be expected to quote rates, manage the client database, and provide general administrative support. The environment is fast-paced and requires superb attention to detail, strong organizational skills, excellent phone skills, and a 'can do' client-service attitude. Candidates should be extremely resourceful, proactive, and eager to learn. Strong PC skills in Word and Excel required; experience with Lotus Notes and PowerPoint preferred. Candidates should have a college degree (or equivalent) and a minimum of 2 years' business experience. Previous administrative support in a sales/marketing or publishing environment would be a plus. Fluency in Spanish and/or Portuguese a must. IDG offers competitive salaries, top-notch benefits, and an ongoing commitment to employee training and development. *Location: Framingham MA*
Contact: L. Browne, Email: **lisa_browne@idg.com**

East Coast Sales Manager (ITC)
IDG Recruitment Solutions, is seeking an Account Manager to join the East Coast sales team. Responsibilities include selling recruitment advertising in InfoWorld, Computerworld, Network World, CIO, The Industry Standard and Computerworld Canada, as well as ITCareers.com and The Standard Job Shop. Must be talented sales professional with 1-3 years proven experience in an ad agency, sales, publishing or media environment. Individual must be able to generate and deliver presentations, negotiate contracts, keep thorough records of all assigned accounts in his/her territory and manage a dynamic sales territory. Qualified candidates must be highly organized, detail orientated, self starting with a strong customer service approach. Ability to manage multiple tasks simultaneously and work well under deadlines in a fast paced work environment. Must have working knowledge of basic computer software. Position reports to the Regional Manager. *Location: New York City NY*
Contact: D. Holzer, Email: **deanne_holzer@itcareers.net**

Interactive Sales Analyst (ITW)
ITworld.com, Inc. provides Information Technology (IT) professionals with a wide array of content and business services necessary to stay competitive in today's fast paced technology market. The ITworld.com, Inc. suite of sites includes ITworld.com, JavaWorld, LinuxWorld and Unix Insider. Through these web sites and webcasting products ITworld.com delivers engaging editorial and customized broadband content, eNewsletters, expert advice, IT auctions, a white paper database, product information, services to connect buyers and sellers, career advice, employment listings and training information. At the core of the ITworld.com sites lies relevant content and information from the IDG family of trusted brands, including CIO, Computerworld, IDC-IDG's research company, InfoWorld, JavaWorld, LinuxWorld, Network World, and Unix Insider. Organizing this breadth of IT content on the ITworld.com sites allows IT professionals to quickly find the specific resources and broadband programs they need to most effectively do their jobs. For more information, please see ITworld.com www.itworld.com. The Interactive Sales Reporting Analyst will be responsible for: - Compiling interactive program data, measurement and analysis from different sources for delivery to clients in various formats (e-mail, Powerpoint, Excel, - Preparing sales materials & competitor comparisons for sales team to use in the field for presentations to new & existing clients - Assisting in the preparation and tracking of sales information for all programs for delivery to Senior Management - Providing support for Sales via ad hoc campaign analysis The successful candidate will possess the following qualifications: - Excellent communications skills both written and verbal - Prior exposure to and/or a strong interest in learning about the high tech industry. - Ability to work on several projects at a time in a fast paced environment - Strong attention to detail - Must be proficient in MS Office, especially in Excel and PowerPoint programs - Knowledge of interactive advertising reporting systems, like Doubleclick's DART or Adknowledge a plus.
Location: Southboro MA
Contact: J. Snow, Email**: jennifer_snow@idg.com**

Go to **http://careers.idg.com** to view all current job opportunities at IDG

E-Mail Newsletter Editor (NWI)
Network World is the leading source of network knowledge, helping network leaders design, deploy and manage the network infrastructure and e-commerce applications that drive business. Each week Network World delivers a publication and web site targeted to networking professionals. The magazine covers an extensive line up of product, service and industry news, news analysis, case studies, comparative product reviews, product tests, buyer's guides, expert opinions and management advice. Network World was named "Best Overall Trade Weekly" for 2000 by the Computer Press Awards. Network World is looking for an editor to help develop its fast-growing line of e-mail newsletters which contain news, analysis and opinion on a wide range of computing and networking topics. Responsibilities include editing copy, working with writers to improve content and suggest coverage, and working with copy editing and production to ensure smooth delivery of newsletters every week. The newsletter editor would also help to back up the online news editor, handling some daily online news for Network World Fusion. Candidates should have 3 to 5 years of journalism experience, proven editing and writing skills, strong knowledge of network technologies and the ability to juggle multiple tasks while meeting deadlines. Location is negotiable. *Location: Boston, Framingham or Southboro MA*
Contact: E. Cormier, Email: **ecormier@nww.com**

Manager of Custom Media Solutions (NWI)
Based in Southborough reporting to the VP/Associate Publisher, and working closely with our VP of Online Development and VP of Events, this strategic and proactive position is charged with driving custom media solutions for our clients. This individual will generate need, create programs, develop content, and work with outside vendors and internal production teams to produce these programs from idea generation through its ultimate media source, whether it be stand alone or in conjunction with NWI print, online or event programs. The Manager of Custom Media Solutions will prospect and work closely with our sales team as well as maintain full contact with the customer though sales to the end result. Position requires sales experience and custom publishing experience as well as knowledge of production, marketing. The ideal candidate must have the ability to successfully work with multiple departments and outsourced vendors to achieve quality results. This position will also manage a revenue and expense budget. *Location: Southboro MA*
Contact: Email: **hotjobs@nww.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

IDG Norway

continued from page 1

"Gustav Kaser staff are on site every other Monday and run their program, which presents some great sales theory and strategy. Then on the following Monday, our own sales managers meet with their groups and explore ways to apply that information to their specific product or situation," Christensen said. "In this way, we get a common platform for the whole of IDG Norway and at the same time, we are able to customize a program for each sales department in our company."

Topics covered during the second six-month period include setting goals, new clients, how to handle arguments, presentation techniques and closing the deal, among others.

"For the first time all our sales reps are getting the same base of education," said IDG Magazines Sales Manager **Rune Antonsen**. "Before, we did publication ad sales totally separately from book sales. Different department, different education. Now, we are all talking the same sales language. My sales people can discuss sales techniques with sales people from other departments. We benefit from training on the same topic every week and exchanging experiences."

Will the investment in training pay off for IDG Norway? "Things take time," observed **Morten Hansen**, managing director of IDG Norway. "However, I am confident that the payback is coming as we continue to develop both the program and the skills of our employees. I only wish we had launched such a comprehensive program earlier instead of devoting so much time to shorter, individual-oriented programs. Now, we are sharing our knowledge about products and services, clients and markets — providing security for the individual and the organization. We have the same basis of understanding and pursue one defined organizational goal."

For more information contact Morten Christensen at morten.christensen@idg.no.

Executive Q&A

continued from page 3

a cup of soup when ordering hamburger, but at least we're getting soup in every restaurant now and that is a lot less confusing.) But we are now also in a position to improve the accuracy and assess the impact of the technical limitations. And in the end we should have more accurate data.

The reason two pixels are placed is that we want to be able to determine how many unique visitors a particular site has, and how many unique visitors IDG serves on a global basis. So, the first pixel measures a site customer, whereas the other measures an IDG customer.

Privacy

Now, we do realize the above is our technical reality, and that generally speaking has little bearing on the perceived reality from a customer perspective. And the concerns you raised are related to the issues that could be tied to 'measuring' customers and safeguarding privacy. But, as much confusion as there is about measurement standards, there's even more relating to privacy. Let's make things a little more simple by clearly stating what can or will not be done:

1) No third party, including DoubleClick which owns the DART system, is allowed access to the data other than for purely technical reasons. Neither they nor anybody else can use data without our permission. IDG is the sole owner of that data and is the only one to determine what to do with that data.
2) No one else within IDG other than the business unit concerned can determine what to do with the data collected.
3) Data collected through this system is not attributable to individual customers, but is aggregrated. We cannot determine individual patterns, only generalized ones.

The system is very much akin to a person at the front of a store with a 'clicker,' counting how many people go into the store. There's no link between that counter and what people actually buy.

The above falls well within the strictest privacy guidelines throughout the world. And it will always be our goal to fall within the toughest of guidelines/laws in the world. The issue remains to explain this to our customers in a clear and undisputed manner. All participating sites have been given a concept of a statement applicable to the pixel, and it is advisable to have this posted on participating Web sites for readers to access. We should also keep in mind that privacy statements fall very much in the same category as software licenses. You're presented with them, but the general behavior is "yeah right, where's the OK button?" We strongly encourage employees to make their Web sites as direct and open about our privacy policies as they can be on all relevant portions of their sites. We have nothing to be secretive about – in fact, our strict policies may actually be a part of our brands, as much as trust is part of our brands. And that aspect can and perhaps should be promoted in a much more active manner than to merely include it as a statement "somewhere" on the site.

> *"We strongly encourage employees to make their Web sites as direct and as open about our privacy policies as we can be on all relevant portions of their sites. We have nothing to be secretive about – in fact, our strict policies may actually be a part of our brands, as much as trust is part of our brands."*
>
> *— Paul Molenaar, president, Global Web Support Center*

noteworthy people

IDG WORLD UPDATE

Duffy

IDG WORLD UPDATE

Witham

IDG WORLD UPDATE

Yesner

Sealfon

IDG WORLD UPDATE

Duncan

Coburn

Promotions

ITworld.com Product Manager **Jodie Naze** has been promoted to senior product marketing manager. "Over the last year Jodie's role has expanded well beyond newsletter product management, as she has taken on responsibility for registration systems and integration, customer service, privacy policy management, as well as our new performance-based partner marketing program," said **Ann Roskey**, vice president, Marketing and Audience Development. "Jodie's experience with some early cost-per-acquisition efforts have paved the way for this program, and her knowledge about our back-end systems and reporting capabilities will be a real asset."

Daintry Duffy, a senior writer at CXO Media for the past three years, has been named senior editor. "Daintry has played an important role on both *Darwin* and *CIO* magazines," said Managing Editor **Elaine Cummings**, noting her work on the *Darwin* launch a year ago and her continuing periodic role at *CIO*. "Daintry is a much-valued writer who has come up with some gutsy stories. She collaborates effectively with editors to make the most of each story assignment. She knows how to coax great stories out of unusual places (like the Arctic!) and does so in a way that makes it a joy to edit her."

Network World's **Jeff Caruso**, formerly editor of e-mail newsletters, has been named managing editor, Online News. Jeff originally joined Network World in 1998 as a senior writer. "With Jeff's experience as a network industry reporter and newsletter/online editor here over the past few years, he's well qualified for this new challenge," said **Bob Brown**, executive editor, news.

Jim Duffy has been named managing editor of The Edge, a weekly section in *Network World* that is supplemented by its own channel on *Network World*'s Fusion Web site (www.nwfusion.com/edge/). Both the print and online products are devoted to exploring advances in carrier networks, specifically how carriers are deploying edge devices to offer new enterprise services. A 10-year veteran of *Network World*, "Jim is a talented journalist who brings a wealth of knowledge about the carrier equipment market to The Edge and will keep those vendors honest!" said Editor-in-Chief **John Dix**.

New employees

Lorinda Witham has been hired by IDG Human Resources as a compensation analyst. She was previously an accountant with Lewtan Technologies and holds a B.A. in business from Western Illinois University in Macomb, Ill. Outside the office she enjoys bicycling, hiking and reading.

IDC in Framingham, Mass., has hired **Ruthbea Yesner** as a consulting project manager. She was previously a product manager with Urban Design Online. After receiving an M.S.W./M.B.A. with a concentration in IT and marketing from Boston College she started her own company, Iscoop.com, an interactive e-mail site. She enjoys travel, camping, hiking and writing.

Associate Research Analyst **Ross Sealfon** comes to IDC in Framingham from his role as business development analyst at iCAST.com. He graduated from Middlebury College in Middlebury, Vt., with a B.A. in psychology, minoring in economics. Ross likes to coach and play hockey, snowboard and hike.

While working as a temporary employee with IDG and helping to balance 24 of IDG's bank accounts, **Patricia Duncan** investigated full-time work with the company and is now a junior accountant with IDC in Framingham. She earned a B.S. in accounting from Bentley College in Waltham, Mass., and teaches a weekly decorative painting class out of her home.

William Sheldon has signed on as director, Asia/Pacific business development at IDC's Mountain View, Calif. office. He was most recently an associate publisher at CMP Media. William has a bachelor's degree in journalism and mass communication from the University of Colorado/Boulder and enjoys tennis, skiing and travel.

IDC Latin America welcomes Customer Service Representative **Nidia Ruiz** to its Miami office. Nidia most recently worked as a traffic coordinator at Komatsu Latin-America Corp. She has a bachelor's degree in business administration with a focus on management and international business from Florida International University in Miami. Outside the office, Nidia enjoys keeping up with her 2-year-old son.

InfoWorld's Atlanta sales office has hired **Andrea Lindke** as an account executive. She was previously an account manager with Paladin and holds a B.S. in social work from the University of Georgia. A tennis player and avid runner, she completed her first marathon last month.

Et cetera

After eight years of night school, **F. R. "Dirk" Coburn**, IDC Framingham research director for Java and XML, recently received his M.B.A. from the F. W. Olin Graduate School of Business at Babson College in Wellesley, Mass. Prior to coming to IDC he was occasionally its client when he worked as an independent software consultant specializing in market research and business development for small- to medium-size software, publishing and financial service firms. He took six years off from his studies when work and travel began to take precedence over his classes. Dirk also holds a B.A. in economics from Harvard University in Cambridge, Mass.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Walter Schönberger *IDG Germany*

21

John Dix *Network World*

18

Lucy Sheehan *IDG*
Dorthe Theodoraki *IDG Denmark*

15

Melanie Guy *Computerworld*

14

Eleni Brisbois *Network World*

13

Vibeke Whitehead *IDG New Zealand*

12

Evilee Thibeault *Network World*

11

Grant Clothier *IDG New Zealand*

10

Cathy O'Leary Hayes *CXO Media*

9

Michael Cooney *Network World*

7

Dinesh Kumar *IDC New Zealand*
Paul Tyler *IDG Communications*

6

Richard Black *Network World*

5

Alicia Grob *IDG Argentina*
David Daoud *IDC*
Henri Froissart *PC World*
Thomas Norton *Network World*
Christopher Cormier *Network World*

4

Margret Johnston *IDG News Service*
Carl Olofson *IDC*
Melanie Posey *IDC*
Thalia Karakitsios *PC World*

3

Selcuk Senol *Macworld Turkey*
John Lyons *IDC*
Catherine Chung *IDG Hong Kong*
Jason Bishop *PC World*
Lisa Thompson *Network World*

2

Patrick Beyries *IDG*
Amy Sanderson *CXO Media*
Carmen Pastor *IDG Spain*
Richard Yen *IDC Japan*
Nicole Glatz *IDG Germany*
John McCarthy *InfoWorld*
Amy Kotsopoulos *IDC*
Lorraine Laundry *IDC*
Susan Moll *IDC*

1

Ron Volkman *IDG Executive Forums*
Derek Wong *IDG Global Communications*
Kelly Kimball *CXO Media*
Nora Hayes *IDG World Expo*
Gavin Sherry *IDG Australia*
Matt Rodgers *IDG Australia*
Angela Dunn *IDC China*
Abraham Rodriguez *IDG Spain*
Fung-Yee Tang *IDC U.K.*
Sera Opoku *IDG Germany*
Andrea Reindl *IDG Germany*
Arne Arnold *IDG Germany*
David Arrieta *InfoWorld*
Elmira Morais *InfoWorld*
Emiko Morino *IDG Japan*
Mariko Murakami *IDG Japan*
Ken Amemoto *IDG Japan*
Allison Wright *Computerworld*
Geoffrey Dutton *IDC*
Alan Promisel *IDC*
Thomas Gilmore *IDC*
Jason Spaulding *IDC*
Pennie Edgren *IDC*
Ian Rubin *IDC*
David Leishman *Mac Publishing*
Robert Roddy *Network World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Corporate Services has fun with open houses while educating colleagues

IDG's Corporate Services Group (CSG) in Framingham, Mass., recently held a series of departmental open houses to educate colleagues about the inner workings of the six CSG divisions: corporate accounting, credit, finance, information systems, tax and office services.

The open houses are part of an ongoing effort by CSG staff to build and maintain positive and productive working relationships with their clients, who are fellow IDG employees. To develop programs to support this effort, CSG formed an inter-department employee task force in 1997 called the MVG (Mission, Vision, Goals) Task Team.

Beginning in February, each CSG department held an open house for several hours that focused on two themes: productive communication and processes that work in harmony. The publicity and activities revolved around movie name variations ("Crouching E-mail, Hidden Virus," "The taX-Files," "Credit Odyssey 2001," etc.).

Among the activities: IS ran a videotape in which staff members explained their roles and led a tour of the IS area; Accounting had a "memory game" quiz on employee photos and titles; Tax displayed a map of the U.S., which had most of the states colored in to depict which states IDG files in; Credit aired a video of the credit process and hung stories outside cubes explaining the responsibilities of each Credit employee.

ARDLEY YEE

*Office Services Supervisor **Brad Nickerson** wears the symbols of his work and distributes snacks (which his group keeps on hand for staff) during his department's open house as attendees look on (L-R): **Kevin Burns** and **Bob Gleason** (IS), **Cathy Garland** (Credit), **Cydney Cotter** (HR) and **Michelle Chase** (Credit).*

MVG team members are Tax Accountant **Amy Capistran**, IDG Credit Senior Administrator **Michelle Chase**, Application Analyst **Ardley Yee**, Office Services Coordinator **Ellen Tressler**, Administrative Assistant **Carol Silberman**, Bookkeeper **Jane Jordan**, Senior Human Resources Assistant **Cydney Cotter** and Human Resources Manager **Julie Lynch**. For more details contact Lynch at julie_lynch@idg.com.

More photos from the open houses are on IDG World Update Online at www.idgworldupdate.com.

celebrating 10!

Name
Eric Ochs

Home
Paris

Joined IDC
In February 1988 as a consultant.

Current title
Managing Director of IDC France, a subsidiary of 22 people with a turnover of $8 million.

Most challenging part of your job
Creating more value around the IDC brand name.

Best part of your job
The day-to-day relationship (professional and personal) that I have with a lot of decision makers in the IT industry in France (we learn a lot from others).

I joined IDC because
I wanted to work in the most dynamic industry of this century.

What's kept you at IDC for 10 years?
The group's vision. When, more than 12 years ago, [IDG Chairman] **Pat Mc Govern** used to come over here, even to a small subsidiary, to give his vision in (hundreds) of millions of information technology users, to be frank, I was a little bit skeptical. But that has enabled me to see that without vision there is no business. And today there are several hundreds of millions of information technology users.

Best way someone could compliment you on your work
When a client says that the work done in consulting is useful.

Best compliment you've ever received on your work?
A compliment from Dominique Strauss Khan, former Minister of Economy and Finance, following a presentation before clients and end users.

Interests outside the office
Literature, food and wine and sport.

Family
My wife Hélène and I have two children (Manon, 5 years) and Marie (8 months).

Of what accomplishment at work are you most proud?
Arranging things so that the people who work for me enjoy above all what they are doing.

Best advice you've ever been given?
To believe in oneself.

What ability do you wish you had that you don't have?
To speak and understand several languages.

*IDG Chairman **Pat McGovern** (right) escorts IDC France's **Eric Ochs** to dinner in honor of his decade-plus of service to the company.*

Dream destination
South Africa, Argentina.

Fantasy job
Rugby player.

Last good deed?
Brought clothing and other articles that I no longer use to the church situated just across from where I live.

What is the most difficult decision you ever had to make?
I have not yet made it.

As a child, what did you want to be when you grew up?
Fighter pilot.

First job
Consultant in a company offering consulting services over the telephone.

Your idea of a perfect day alone?
A day that I can finish by saying to myself that I lived it to the fullest.

One possession you'd grab if your house were on fire?
Frankly, apart from my children and my wife, the rest is replaceable.

Favorite vacation spot?
Biarritz and the Basque country

Favorite quote
This saying that I like to try and apply every time I get up in the morning: "Carpe Diem."

Coming up

"The Year of Living Dangerously: Internet Security in 2001"
Breakfast Briefing
March 22 (Sydney)
March 23 (Melbourne)
www.idc.com.au/events/bb

Network Wold Global Product Line Meeting
April 9-11
Lisbon, Portugal
Contact: **Nancy Parquette**
nparquette@nww.com

Storage Networking World
(co-sponsored by Computerworld)
April 9-11
Marriott Desert Springs Resort
Palm Desert, Calif.
www.storagenetworkingworld.com

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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WWW.IDGWORLDUPDATE.COM

World Expo staff pulls off record-breaking three events with aplomb

The 60 employees of Framingham, Mass.-based IDG World Expo must still be trying to catch their collective breath having recently pulled off an unprecedented achievement: the successful staging of not one, not two, but three major tradeshows in a four-week period. The shows — Macworld, COMNET and LinuxWorld — were held in San Francisco, Washington, D.C. and New York, respectively, the latter two overlapping by all but a day.

IDG Chairman ***Pat McGovern*** *(left) and IDG World Expo President and CEO* ***Charlie Greco*** *flank NBC Nightly News Anchor Tom Brokaw, who delivered the COMNET keynote address.*

"Never in the history of the tradeshow industry — IT or otherwise — has an owner/manager produced three mega-events in such a short period of time," noted IDG World Expo President and CEO **Charlie Greco**. "IDG World Expo is the smallest and largest company in the tradeshow industry with only 60 people in the entire organization. Tradeshow companies twice our size could not produce three major events in such a tight time frame. All three events broke attendance and exhibitors records. Congratulations to the entire World Expo team for an outstanding performance!"

The most recent installment of Macworld Conference & Expo "shattered" previous attendance records, drawing more than 93,000 attendees to San Francisco's Moscone Convention Center Jan. 9-

continued on page 5

IDC's Global Fellowship program promotes worldwide knowledge sharing

2001 Global Fellows named

Li

Stephanie Li, a senior analyst in IDC Singapore's IT Spending Research Group, will be visiting IDC Framingham as part of IDC's Global Fellowship program to learn more about demand-side research models and vertical market programs. To see who else will be going where, turn to page 4.

"Share and share alike" is a maxim that the participants in IDC's Global Fellowship program have taken to heart. Knowledge transfer is the cornerstone of the program, through which IDC employees spend several weeks working at IDC offices in other countries. Fifteen employees were chosen to participate, this year, the largest group in the fellowship's history and a sign of IDC President/CEO **Kirk Campbell**'s strong support for the program.

More than 60 IDC employees have been awarded fellowships since the program began in FY95. The goals of the program are to:

- Rapidly build expertise at operating units around the globe.
- Leverage IDC's global knowledge and skill base.
- Promote awareness and respect for other cultures.
- Attract, reward and retain quality employees with global talents and interests.

Fifty applicants, six more than last year's record number, submitted project proposals detailing the benefits they anticipated for the receiving business unit, their own business unit and themselves.

Many of this year's proposals were initiated so that an employee who had recently learned methodologies, marketing approaches or other aspects of developing a research program could share their knowledge with analysts in other business units that were launching a similar program. In addition, many applicants proposed issuing bulletins or reports after their fellowship that would bring revenue to both their home business unit as well as the host office.

The fellowships, most of which are $5,000, offset living and travel expenses for the participants.

continued on page 4

newsworthy in brief

IDG Japan helps organize first non-U.S. DEMO-branded event

Supported by more than a dozen other businesses and organizations, IDG Japan played a leading role in the development and presentation of DEMO Japan, the first DEMO-branded event outside the U.S.

Held Feb. 27-28 in Tokyo, DEMO Japan provided a forum for IT-related venture companies to demonstrate leading-edge products and services and meet potential investors. Intended to be an exclusive, invitation-only gathering to encourage discussion and networking, a total of 340 attendees participated, of which 100 were from the press. TV Tokyo, Nikkei CNBC, Asahi TV and other major media outlets covered the event.

IDG Japan worked closely with IDG Executive Forums, producers of the DEMO conference in the U.S., to identify companies interested in previewing their products at DEMO Japan. The DEMO Japan Operating Committee publicized the event not only through the DEMO Japan site (www.idg.co.jp/expo/demo/english) but also through co-sponsoring companies, incubation groups, investment associations and the IT trade press. After being carefully screened by the committee, 34 companies from the U.S., China, Korea and Japan were invited to display their products; 21 of them were chosen to give a 10-minute presentation on stage in front of all DEMO attendees. In between presentation sessions, investors and participating companies were able to meet and discuss business.

Last month's DEMO Japan served as a forum for business networking.

DEMO Japan replicated the intimate ambiance of the U.S. event, bringing together an invitation-only group of business decision makers for leading-edge-product demonstrations, discussion and networking.

Notable products included V-Factory's GPS rental car billing system (to be introduced by Toyota Motors later this year) and InterRobot Company's voice-activated human robot.

The first day of DEMO Japan began with presentations of leading-edge technologies from the CEOs of several U.S. companies. Google.com CEO Larry Page kicked off the event with a demonstration of a new version of Google for I-mode, NTT DoCoMo Inc.'s wireless Internet service.

IDG Japan Managing Director **Setsuro Tamai** was one of the key planners behind DEMO Japan and served as a moderator during the event. "DEMO Japan really seems to have been beneficial for both entrepreneurs and investors. From now on, venture companies that want to target Japanese markets should take a serious look at the results that come from using the DEMO Japan 'business place."

The second DEMO Japan is scheduled for this September in Tokyo. For more information contact Setsuro Tamai at stamai@idg.co.jp or go to www.idg.co.jp/expo/demo/index.html.

NEWS SERVICE KNOW-HOW

IDG editors can now access News Service workflow system

There's a new feature on the IDG News Service Web site at www.idgns.com: Editors can now use a Web interface directly to the News Service workflow system to make requests for coverage, submit stories from their publications that they'd like to have run on the wire, or simply notify News Service editors of a story in progress. To get started, simply click the link "Submit Stories/Ideas" either on the black menu bar that is always displayed or where the link is currently featured on the site's home page. There's one tricky bit: You will be asked if you want to download an applet before the page loads completely, and you must say "yes" — this will bring the text processing applet to the form (if you also click the box indicating you trust the applet's source, the page will always load fully for you in the future). Click one of the three choices to inform News Service editors on duty what you would like to do: "I am submitting a finished story from my publication for posting to the IDG News Service"; "I am notifying the News Service of a story in progress by my publication;" or "I am suggesting a story idea for the News Service or requesting coverage of a specific story." Fill out all the fields as instructed, and insert text or attach a file as appropriate. Finally, click the "submit" button. Sounds complicated? Don't hesitate to phone or e-mail the News Service editor on duty — displayed on the home page — for help. Once you get the hang of it, you'll have a direct line into the News Service editorial system.

Don't have a password for the IDG News Service? Send an email to idgns_password@idg.com. Please address comments and questions to Editor-in-Chief **Elizabeth Heichler** (elizabeth_heichler@idg.com).

executive Q and A

Kathy Dinneen
The president of IDG Research Services is this week's columnist. She may be reached at kathy_dinneen@idg.com.

IDG Research Services Group at-a-glance

Year established 1987

Location Framingham, Mass.

Employees 16

Mission A full-service research firm dedicated to providing media and market research services to IDG business units and their clients.

Recent accomplishment
We just managed a study that is a first of its kind: the U.S. IDG Sites Audience Profile Study. This was an intercept study conducted simultaneously at each of 13 IDG US Web sites profiling the visitors to these sites. The results show that the average purchase involvement of the visitors to our sites for technology-related products and services is more than $3.6 million!

Goals for FY01 Continue to undertake research that will document to advertisers, agencies and exhibitors that the top-quality, specialized technology information provided by the IDG publications, Web sites, conferences and trade shows attract the most powerful technology buyers around the world.

Q Describe your group's scope of work.

A The IDG Research Services Group provides a variety of research services to the IDG business units. We have two different areas within IDG Research Services Group: one group handles primary research studies and the other handles secondary research. When we conduct primary studies we undertake a survey in which we interview people to find out their thoughts, opinions and/or past, present or future behaviors. These studies can be conducted by telephone, mail, the Internet or even in a focus group setting. A majority of these studies are used to help our sales people sell advertising and to help our customers understand the impact of their advertising in our various media properties. We also conduct research for the editorial departments to track reader perceptions of each of the IDG publications. And we also conduct research to gather information that will be used in articles that will run in the publications or on IDG Web sites.

The second group, headed by Allison Stamm, handles secondary research services, which includes gathering, compiling and interpreting competitive intelligence on media/publishing markets (print, Web, TV etc.), technology advertising and trade show participation. This group also fills requests from our many of our U.S. business units for technology market information from the vast array of IDC research programs.

Q Do you work with non-IDG clients?

A A small percentage of our business is work for outside clients. This work includes studies conducted for publications and Web sites that do not compete with IDG's publications and Web sites, as well as research studies for advertisers and advertising agencies referred to us by our media business units. Traditionally these studies focus on some aspect of advertising performance and testing, whether it be creative testing, brand recall or purchase intent for the products being advertised.

Q IDG Research Services is doing more studies via the Internet than ever. What's involved?

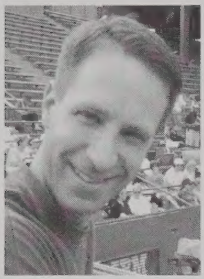
A More and more of our business units are taking advantage of the Internet to conduct survey research. It is faster and much cheaper than other methods, such as telephone or mail. We are conducting primarily two types of studies via the Internet. One type is Web-site intercept studies, where a person is intercepted when they are visiting a Web site and asked if they would like to participate in a study, while the other method employs an e-mail broadcast where a sample of people are sent an e-mail asking them to participate in a survey by going to a URL that houses a questionnaire. Unfortunately, these studies are not a research panacea, because response rates are traditionally very low. Internet-based studies should be used with caution and an understanding of the immeasurable biases that may occur in studies with low response rates.

Q What role does your group have regarding syndicated studies that are commissioned?

A The syndicated studies we are traditionally involved with are studies conducted by independent research organizations to track readership of publications and/or measure Web-site traffic. These studies are purchased by publishers, advertisers and agencies to have an independent measure of media usage. IDG Research works with the syndicated research companies to assure that IDG's best interests are taken into consideration in the study methodology. IDG is really a collective of independent business units so when working with the syndicated research companies, we must be aware of the needs of each of the business units, as well as the group as a whole. Not only do we get involved with the technical aspects of syndicated studies, but we also help negotiate group contracts so that we get the best deal possible for the IDG business units. We also help the business units understand the methodology of these studies and help them interpret the results.

Q Often syndicated studies seem to be controversial. What are your thoughts and how should business units view these kinds of studies?

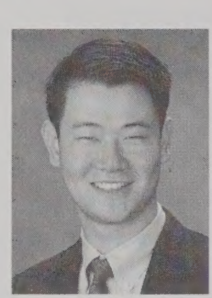
A These studies are controversial because there are "winning" and "losing" publications and Web sites in every syndicated study. The winners want to promote the results of the syndicated studies, while the losers want to show that their poor results are caused by flaws in the study methodology. Research is an imperfect science based on the laws of probability and chance, so it is usually possible to find flaws in nearly every research study! It is very important for the business units to take the studies seriously, particularly if they are being used by advertisers and agencies in their media planning. IDG Research Services and/or internal business unit research experts can help each publication or Web site interpret the results and understand how they did in a study and how best to use the results.



Harris

IDG WORLD UPDATE

Humphreys



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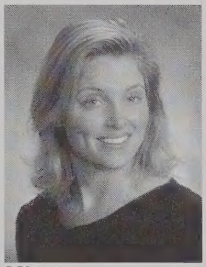

Mizoras

Uchiyama

Ughi

Global Fellowship program

continued from page 1

The 2001 fellowship winners were chosen by a committee composed of Campbell, IDC Vice President of Human Resources & Education **Debbie Bernardi**, IDC Human Resources Manager **Gil Lawrence** and IDC Manager of Recruitment **Eleanor Storch**.

Details about next year's fellowship applications will be announced in late 2001. For more information, contact Gil Lawrence at glawrence@idc.com.

15 employees to participate in this year's IDC Global Fellowship program

Mark Cribbens, market analyst, New Zealand
Visit IDC Canada to learn more about their successful eBusiness Solutions Market CIS in preparation for IDC New Zealand's launch of a similar program.

Katrina Dahlquist, senior research analyst, Communications, IDC Framingham
Share worldwide-centric analysis and research methods with European analysts in the eBusiness Networking and Service Provider infrastructure to develop the intelligent content networking market research in Western Europe.

Melanie Dubois, research analyst, European Business Services, IDG Benelux
Visit IDC Asia/Pacific analysts and help them develop e-logistics knowledge and expertise and provide them with practical tips on how to segment the market, prepare marketing documents and research global trends and issues.

Steve Harris, senior research analyst, Business Network Services/ISP Markets, IDC New York
Visit my European counterpart, **James Eibisch**, in London, then on to Copenhagen to follow up on the project done by **Lars Vestergaard**, who researched developments in Internet access in Europe and the U.S. for his fellowship last year.

John Humphreys, research analyst, Global Enterprise Server Solutions, IDC Framingham
Visit IDC offices in Brazil and Argentina to do a study of the Internet infrastructure build out in South America. The research will compare and contrast the infrastructure build outs that have occurred in Western Europe, U.S. and Asia/Pacific with South America, addressing how, when and how fast South American build outs will occur.

Stephanie Li, senior analyst, IT Spending Research Group, IDC Singapore
Visit IDC Framingham to learn more about demand-side research models and vertical market programs in Asia/Pacific.

Bryan Ma, senior analyst, Consumer Devices, IDC Mountain View (Calif.)
Visit IDC Asia/Pacific offices to research information appliance and MP3 player vendors and markets in the region; help IDC A/P offices initiate research on various consumer devices.

Brian McDonough, senior research analyst, Software Applications, IDC Framingham
Visit IDC Benelux in Amsterdam to conduct a study that will detail channel strategies for knowledge management software vendors seeking to enter the European market. Share best practices for collaboration, business processes, selling and delivery of consulting projects and inquiry management.

Amy Mizoras, senior analyst, Software Research Group, IDC Framingham
Visit IDC Nordic in Copenhagen to help foster collaboration between the U.S. and Denmark software research teams and develop joint research with the Western European ASP analysts.

Schelley Olhava, senior analyst, Consumer Devices, IDC Mountain View (Calif.)
Visit IDC U.K. to conduct primary research of European home networking market, resulting in a report comparing the U.S. and European markets that will produce revenues for both IDC U.S. and IDC U.K.

Weili Su, senior analyst, Printers, IDC Framingham
Visit IDC U.K., and possibly the Cebit trade show as well, to conduct primary research on European peripheral wireless connectivity and digital photofinishing/high-end printing markets; develop topical U.S. report in key peripherals area where IDC has done little research in relation to competitors.

Yoshino Uchiyama, project manager, Consulting Group, IDC Japan
Visit IDC Framingham's U.S. consulting group and learn the best practices of customized as well as multi-client project management; promote mutual understanding between IDC's U.S. and Japanese consulting groups.

Alessandra Ughi, conference project leader, European Conference Group, IDC Italy
Visit IDC Singapore to learn different ways of working and bring the know-how of the European Conference Group to the Asia/Pacific Conference Group.

Charul Vyas, research analyst, Telecom, IDC Texas
Visit IDC Japan to research the wireless Internet phenomenon, studying and later reporting on different carriers' technologies, marketing strategies, pricing, distribution channels and future products.

Davina Yeo, manager, Personal Systems Research, IDC Asia/Pacific
Visit IDC Mountain View (Calif.) to fully understand the methodology, coverage and best research practices for the Information Appliance, PC and PC displays programs in order to improve the IDC AP programs and ensure better alignment of the three programs between the U.S. and Asia/Pacific.

IDG

Week of March 19, 2001

Mail Services Coordinator (CSV)

The Central Services division of IDG is seeking a service-oriented individual for its mailroom. Responsibilities include sorting and distributing US Mail, express courier packages and interoffice mail; processing incoming and outgoing mail and packages using various computerized systems; assisting with conference room set ups; managing off-site record storage; and providing relief reception as needed. The ideal candidate is detail oriented, has stellar communication skills, and can multi-task without a second thought. Are you organized? Do you have great problem solving skills? This job is for you! Requirements include a high school diploma or general equivalency certificate and at least 2 years of experience in a business environment.   *Location: San Francisco CA*
Contact: M. Mirabal, Email: **marc_mirabal@pcworld.com**

Web Production Assistant (GCM)

IDG Global Communications, a division of International Data Group, the world's leading technology, media, research and exposition company is seeking a qualified individual for the following position: Web Production Assistant Duties: The individual in this position will assist with maintaining and posting information on all supported websites. Primary responsibilities include content management of various web applications. This involves posting content, scanning ad images, data entry and creating web graphics as needed. Additional responsibilities include creating, posting and analyzing website log files. The individual will also provide support to the development staff as needed.
Qualifications: 2-3 years experience using Windows 95/98/NT and Macintosh System 8. At least 1-2 years experience with PDF, FTP, Dreamweaver, Photoshop, Netscape Navigator, Internet Explorer, Lotus Notes, and Microsoft Office 2000 (not all programs are required). In addition, strong web skills are desired, including the ability to navigate through websites, download graphics/files and record URLs. Also desired are strong typing and data entry skills and an understanding of database structure and management. Experience with multimedia and web-authoring tools is a plus. This position requires a self-starter with excellent customer services skills, proven written and oral communication skills, attention to detail and the ability to follow instructions. *Location: San Mateo CA*
Contact: D. Garza, Email: **diana_garza@idg.com**

Business Manager   (IS)

The Industry Standard is looking for a Business Manager for the Print organization. The Business Manager will be responsible for consolidating and evaluating the Print operating units' financial information during budget process. Senior management will look to the Business Manager for analyses that identify key strategic, financial and operating issues. The Business Manager will be responsible for preparing the Print yearly budgets, monthly activity reports and for justifying all costs. Experience in publishing and solid understanding of G/L, A/P, A/R and payroll.
Location: San Francisco CA
Contact: A. Patel, Email: **armaityp@thestandard.com**

Webcast Producer/Information Graphics Specialist (ITW)

ITworld.com is seeking a responsible Webcast Producer/IGS for the development, production, and delivery of custom and editorial broadband programming for an audience of enterprise IT professionals. Primary responsibilities include developing streaming media content with special emphasis on creating interpretive Flash graphics. The Webcast Producer/IGS will report to the Executive Producer and assist with developing content and project plans for custom and editorial webcasts for the enterprise IT audience. The qualified candidate will have a BA degree or equivalent with mastery of Flash as a tool for creating explanatory graphic animations. The ideal candidate will also have experience with non-linear video editing, streaming technologies (Real Media and Windows Media Player) and IT training and/or curriculum development experience. Production experience in the television and events arena would be preferable.
Location: Southborough, MA
Contact: Susan Brown, Email: **susan_brown@idg.**

Financial Manager (LST)

IDG List Services has an immediate opening for a financial manager to assist and report to the president of the business unit. Responsibilities will include preparing an extensive client monthly report, monthly reporting of revenue and expenses to clients, paying bills for the department, checking the monthly department P&L statement along with various other related tasks. Ideal candidate should have several years of financial experience in handling business financials as well being extremely organized and detail-oriented. Knowledge of Excel is a necessity. This is an opportunity for a financially savvy professional to work in a fast growing business unit at IDG.   *Location: Framingham MA*
Contact: C. Cotter, Email: **cydney_cotter@idg.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Account Executive (NWI)

This is a great opportunity to gain inside sales experience and learn about advertising sales. Responsible for prospecting new clients. Individual must have a strong phone presence and effectively make prospecting/cold calls. Individual will also work in partnership with District Sales Managers, seek opportunities to break new business, conduct research and close sales. Qualified candidates must have excellent communication, interpersonal and customer service skills. Proven organizational and computer skills required and the ability to work in a fast-paced environment. Prior sales or media experience a plus. Individual must be able to work independently and as a member of a sales team. Familiarity with the high tech market a plus! This position is located in our *San Mateo, California* office.
Contact: Email: **hotjobs@nww.com**

Managing Editor – Online (NWI)

Network World Fusion seeks an energetic multi-tasker able to help make our successful Web sites even better. You'll coordinate a staff of five Web producers and researchers, juggle multiple deadlines and work with our print and events departments on new services and projects. We're looking for somebody who thrives under pressure and enjoys the challenge of coming up with new ways to do things. Two to five years of editorial management experience and familiarity with HTML required. Network World Fusion is the growing, award-winning online edition of Network World. We currently produce three Web sites and bi-monthly special sections. We serve our audience of Fortune-1000 network professionals with daily news, in-depth analysis and a variety of online-only services, from forums to multimedia primers and topic-specific search engines.
Location: Framingham, Southborough or Topsfield MA
Contact: E. Cormier, Email: **ecormier@nww.com**

Senior Editor (NWI)

Network World is the leading source of network knowledge, helping network leaders design, deploy and manage the network infrastructure and e-commerce applications that drive business. Each week Network World delivers a publication and web site targeted to networking professionals. The magazine covers an extensive line up of product, service and industry news, news analysis, case studies, comparative product reviews, product tests, buyer's guides, expert opinions and management advice. Network World was named "Best Overall Trade Weekly" for 2000 by the Computer Press Awards. We're looking for a journalist with three or more years of reporting experience covering business, preferably high tech. This fast-paced job entails reporting on stories that will appear in the weekly Network World magazine and the daily Network World Fusion Web site. The job requires an ability to take complex topics, analyze them and describe them in colorful, clear stories that are useful and enjoyable for IT professionals to read.
Location is negotiable (Framingham, Southborough or Topsfield, MA)
Contact: Email: **hotjobs@nww.com**

Staff Accountant (WEC)

IDG World Expo seeks a Staff Accountant reporting to the Accounting Manager. The position is responsible for invoice activity, revenue posting and reconciliation, and the day to day accounting for multiple tradeshows. The ideal candidate will have a Bachelor's degree in accounting, 1-2 years of related work experience, an understanding of standard accounting practices, and be skilled in spreadsheets and databases. In addition, the position requires multi-tasking in a fast paced environment, take charge attitude, attention to detail, good follow through skills, and the ability to meet deadlines. Some travel may be required.
Location: Framingham MA
Contact: C. Cotter, Email: **cydney_cotter@idg.com**

Go to **http://careers.idg.com** to view all current job opportunities at IDG

IDG World Expo

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12, according to Greco who added, "The show is thriving because it brings together leading industry experts, bold new conference elements and the hottest products and services for the Mac. Other IT shows are seeing their attendance numbers drop off. Our are exploding."

Network World launches several firsts at COMNET 2001

Former basketball star Bill Walton (left) was the guest speaker at Network World's first-ever Best of the Tests Awards ceremony. To his left are Network World Editorial Director ***John Gallant*** *and Features Editor* ***Neal Weinberg.***

Network World, the official flagship sponsor of COMNET 2001, added several new events to its sponsorship lineup this year including the first-ever public voice over IP interoperability lab featuring live testing using the ITU's H.323 specifications; a Best of the Tests Pavillion; and a Best of the Tests Awards ceremony. In addition, the company presented its 15th Annual 2000 User Excellence Awards, and Network World Editorial Director **John Gallant** moderated the ever-popular Network Security Showdown.

Teaming up with independent test lab Meir Communications, Network World's VoIP Interoperability Lab featured three test scenarios developed by Mier Communications engineers and 10 participating companies including HearME, Memotec, Cisco Systems, Clarent, Siemens, Quintum, OKI, Sitara Networks, Nuera Communications and Avaya.

The Best of the Tests Pavillion offered a first-ever hands-on opportunity for attendees to view what Network World's Global Test Alliance members and independent product reviewers selected as some of the best enterprise network products on the market today. Companies whose products received the Network World Best of the Tests designation were honored at a Best of the Tests Awards ceremony featuring basketball legend and NBC sports analyst Bill Walton as a guest speaker.

Apple CEO Steve Jobs announced in his opening keynote address that an "avalanche of applications" will hit the market this summer, which "means great things for Macworld Conference & Expo when it comes to New York this summer," Greco said. The next Macworld will be held July 17-20 at the Jacob K. Javits Convention Center in New York City.

Just two-and-a-half weeks after the last Apple aficionado exited the Moscone Center, some 45,000 network professionals, service providers, regulators, suppliers and resellers descended on the Washington, D.C., Convention Center for the 23rd annual installment of COMNET Conference & Expo, which ran Jan. 29-Feb. 1.

More than 100 new products were unveiled by the 450 exhibitors participating in this year's COMNET, which focuses on enterprise networking and telecommunications and this year featured a host of products and technologies enabling anytime, anywhere communications such as integrated messaging, remote access and voice-over-IP. Tom Brokaw, anchor and managing editor of "NBC Nightly News," kicked off the event with an opening keynote in which he discussed the freedoms and perils of increased access to technology.

For the 10th consecutive year, COMNET's New Product Achievement Awards, sponsored by InfoWorld, were presented to honor the launch of new products to the COMNET audience.

Network World, the event's flagship sponsor, presented its 15th Annual 2000 User Excellence Awards to honor end-user organizations for innovative and effective use of network technology in cutting costs, improving communications and enhancing productivity. In addition, Network World Editorial Director **John Gallant** moderated the annual Network Security Showdown, which featured five top technical representatives from Check Point Software, IBM/Tivoli Systems, Computer Associates, Network Associates and Symantec in a no-holds-barred debate on network security.

Meanwhile, 200 miles to the north in New York City, another group of World Expo staff was busy handling last-minute details in preparation for the fifth edition of Linux-World Conference & Expo, which, with its 250 exhibitors and 25,000 attendees, proved to be the world's largest-ever gathering of Linux users and developers to date.

"The growth of the show has been staggering," Greco said. "Two years ago, when we first launched LinuxWorld, we had only 11,000 attendees. This momentum means great things for the upcoming show in San Francisco [Aug.26-30]. It's clear that LinuxWorld is a must-attend event for companies determined to stay ahead of the competition."

In his opening keynote, delivered to a standing-room-only crowd of 2,000, IBM's President and COO Samuel Palmisano described how IBM intends to incorporate open standards into its products.

Other show highlights included:

- The Golden Penguin Bowl, billed as a raucous "geeks-only" game show hosted by Nicholas Petreley and featuring last-minute participation by Linux creator Linus Torvalds.
- The presentation of the $25,000 IDG/Linus Torvalds Community Award to Samba, in recognition of the developer's exceptional dedication to the open-source movement.
- An in-depth conference program including 14 tutorials and 45 conference sessions.

For more information, contact **Sasha Navas**, World Expo director of corporate public relations, at sasha_navas@idg.com.

noteworthy people

IDG WORLD UPDATE

DeMello

Rhyins

IDG WORLD UPDATE

Calloway-Owens

IDG WORLD UPDATE

Bart

Promotions

Most recently IDC's corporate communications manager, **Hillary DeMello** has been promoted to director of corporate communications. "During her five-year tenure, Hillary's professionalism and service-oriented approach have earned numerous kudos from the journalist community and her colleagues within IDC," said VP/Client Development **MaryAnne Sinville**, who assumed her current post earlier this year after a long tenure as vice president/ marketing. "Most recently Hillary has been working closely with IDC's agency of record, Bravo Marketing, to propose a comprehensive PR program. That plan was approved [in December], so she will now turn her considerable energies to its successful implementation," Sinville said.

New employees

After stints at Red Herring Communications, *Upside* magazine, Ziff-Davis Publishing and Cahners Publishing, **Andrea Rhyins** joins *InfoWorld* as publisher. "Andie brings years of technology publishing experience and has a strong track record of building winning teams, developing marketing and positioning strategies, increasing revenue and securing new business opportunities," said **Robert Magnuson**, president and CEO of InfoWorld. "We're delighted to welcome this extremely talented executive to our team." Andie will oversee *InfoWorld*, *CTO* magazine, InfoWorld.com and InfoWorld events and help formulate, execute and integrate strategies across those business lines.

Sharra Calloway-Owens joins IDC in Framingham as a public relations specialist, having most recently worked in the high-tech industry as an account representative for Lois Paul and Partners. She earned a B.A. in English from Bethune-Cookman College in Daytona Beach, Fla., and is working on her thesis toward an M.A. in mass communication from Emerson College in Boston. Outside the office, Sharra enjoys skiing, working on home improvement projects, and spending time with her 11 nieces and nephews.

Previously a legal secretary and human resources assistant with Goodwin Procter LLP in Boston, **Cameron Bryan** is now group operations manager with IDC in Framingham. She holds an associate's degree in office administration from Boston's Fisher College and a B.A. in English from the University of Massachusetts/ Boston and enjoys photography and writing. Recently, she has been keeping busy planning her wedding, which will take place next month.

Rana Hobbs joins IDC in Framingham as an inquiry analyst in the Telecommunications group. She previously worked at Leading Side as a technology consultant and associate operations analyst. A musician and singer/songwriter with a B.A. in art history from Wellesley College in Wellesley, Mass., she recently produced her own CD.

IDC in Framingham has hired **William Stofega** as a research analyst in the Small Business/Residential Telecom division. He held a similar title at Warren Communications. A graduate of the University of Maryland/ College Park with a B.A. in English, he enjoys cycling.

Alessia Cabib has signed on as marketing manager for IDC's European Conference Group in Milan. She was most recently public relations manager and senior account representative for telecommunications companies at BTP&P Communication Agency. Alessia has a degree in international business studies from Luigi Bocconi University in Milan and enjoys traveling and listening to music in her free time.

Christine Seiden joins ITworld.com Southborough, Mass., office as Eastern District sales manager, focusing on editorial sales opportunities and handling all accounts on the Eastern seaboard focusing on site sales, editorial Webcast products, newsletters and other editorial sponsorships. She was previously East Coast sales manager for advertising and sponsorship with the e-learning firm Highwired. She earned a B.A. in political science from Bates College in Lewiston, Maine, and enjoys cooking, skiing and snowboarding. Recently married, she "pulled off a winter wedding in New England without it snowing."

Colorado-based **Mike Avery** joins *Network World* as the publication's reviews editor. Previously an independent network management consultant and troubleshooter, he holds a B.S. in photography and psychology from Sam Houston State University in Huntsville, Texas. Away from his computer he continues to enjoy photography, as well as brewing and baking.

Frann Bart joins *PC World* as assistant to Vice President, Editorial Director **Kevin McKean**. She was previously assistant to the president and CEO of Nutricology, Inc., a biomedical research firm and before that executive assistant to the senior vice president of creative and business affairs at Universal Television in Los Angeles. She earned a B.A. in journalism from California State University/Northridge and enjoys reading, going to jazz clubs and her cat Niles.

Transfers

Shane Rau, who joined *PC World* in 1992 and most recently served as senior technical editor, is now located in IDC's Mountain View, Calif., office as a senior research analyst focusing on PC and consumer seminconductors. Shane earned a B.A. in political science from Swarthmore College in Swarthmore, Pa.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Ed Scannell *InfoWorld*

19
Fernando Moran *IDG Spain*

18
Cynthia Sparrow *IDC*

17
Wolf-Dieter Lorenz *IDG Germany*

16
Libby Levinson *IDG*
Terry Lee *IDG Australia*

15
Christine Grelet *IDG France*

14
Richard Villars *IDC*
Michele Kallin *IDC*
Karman Cheng *IDG Hong Kong*

11
Sabine Terras *IDG France*
John Kelley *CXO Media*

9
Helene Truffaut *IDG France*
Nancy Coy *CXO Media*
Robert White *IDC U.K.*

8
Doug Casement *IDG New Zealand*
Klaus Breu *IDG Germany*

7
Susan Ciullo *IDG*
Tomoko Kiyotsune *IDG Japan*

6
Fabrice Dalongeville *IDG France*
Fabienne Valat *IDG France*
Mike Weigand *IDG Games Media Group*
Roland Bischoff *IDG Germany*

5
Alain Godet *IDG France*
Soline Chapuis *IDG France*
Craig Lee *IDG Games Media Group*
Sandya Karunaratna *PC World Sri Lanka*
Julie Taylor *ITworld.com*
Richard Robinson *IDC U.K.*

4
Kirstin Mills *IDG New Zealand*
Hanawa Masakazu *IDG Japan*
Shigehiko Osa *IDG Japan*
Robert James *PC World*
Kalai Murugesan *PC World*

3
Florence Schmit *IDG France*
Chris Patterson *IDG Games Media Group*
Jonathan Rinzler *IDG Games Media Group*
James Kalbach *Network World*
Denise Dubie *Network World*
Sandra Weill *Network World*
Muguntháa Sivananthan *PC World Sri Lanka*
Sumiko Takeyasu *IDC Japan*
Lidia Cendros *IDG Spain*
Ruth Constable *IDC U.K.*
Vivian Miles *InfoWorld*
Leo Leger *Computerworld*
Karen Cash *IDC*
Tina Phelps Jimenez *PC World*

2
Sandrine Chilotti *IDG France*
Martha Heller *CXO Media*
William Hall *IDC*
Paul Lyzun *IDC*

1
Sophie Hamisultane *IDG France*
Valerie Lefeuvre *IDG France*
Alain Coffre *IDG France*
Catherine Maupu *IDG France*
Jerome Munnier *IDG France*
Olivier Rafal *IDG France*
Wat Maruyama *IDG Games Media Group*
Ericka Franklin *IDG Games Media Group*
Paul Warner *IDG Games Media Group*
Peter Hebenstreit *Network World*
Lisa McLaughlin *Network World*
Anoshiya Kasilingam *PC World Sri Lanka*
John Wang *IDG Global Communication*
David Hutchins *IDG Australia*
Wendy Brewer *PC Advisor*
Carina Lee *Computerworld Singapore*
Thomas Winston Raj *Computerworld Singapore*
Kate Joseph *IDG Global Solutions*
Phil Richards *IDC U.K.*
Elizabeth Slattery *InfoWorld*
Kordelia Hutans *InfoWorld*
Heather Harreld Mukherjee *InfoWorld*
Debra Sorich-Shigemoto *Computerworld*
Michele Tousignant *IDC*
Monica Bennett *IDC*
Curt Buehler *PC World*
Julio Giannobile *PC World*
Thomas Luong *PC World*
Dennis O'Reilly *PC World*
Patrick O'Sullivan *PC World*
Anna Randag *PC World*
Jason Cox *Mac Publishing*
Monika Jonasch *IDG Austria*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Answer our quick *IDG World Update* reader survey and earn a chance to win an IDG duffel bag!

Please reply to the following questions by fax (617-423-0712) or e-mail (world_update@idg.com) by **April 4**. Feel free to provide longer answers to any questions. All respondents' names will be entered into a random drawing for three IDG duffel bags--great for lugging your togs to the gym, pool or beach!

1. Did you know there was an online version of *IDG World Update*?
___Yes ___No

2. How often do you access IDG World Update Online (www.idgworldupdate.com)?
___Weekly ___Occasionally ___Never

3. If you don't access IDG World Update Online often, why not?
___Don't have a login ___Takes too long to load the pages ___I prefer reading print
___Other (describe)________________________________

4. What might make you more likely to access IDG World Update Online more frequently?
___Faster download ___More resources than currently offered ___Different articles than print version
___Other (describe)________________________________

5. Did you know you can download PDFs of World Update from WU Online? ___Yes ___No

6. If you didn't know about the PDFs before, would you now be likely to download them? ___Yes___No

7. Name (optional) and country ________________________________

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Marc Calvanico** will have his choice of a copy of Rich Tennant's most recent book of cartoons, *Downloaded*, or an IDG polo shirt. The honorable mention winners below will receive *IDG World Update* screen sweeps.

Honorable mentions

"Would you have a problem working for a manager with an ego that requires an office this large?"
Al Gillen, *IDC*

"Ms. Johnson, your problem is that you avoid intimacy."
Michael Lasky, *PC World*

"They repossessed everything but your chair. Do you think your performance will be affected?"
Nancy Suess, *InfoWorld*

Mary shuddered as Mr. Capotosto considered his next outsourcing objective.
Joe Kendall, *CXO Media*

"Distance learning" was a concept Mr. Carruthers never fully understood.
Kevin Cronin, *ITworld.com*

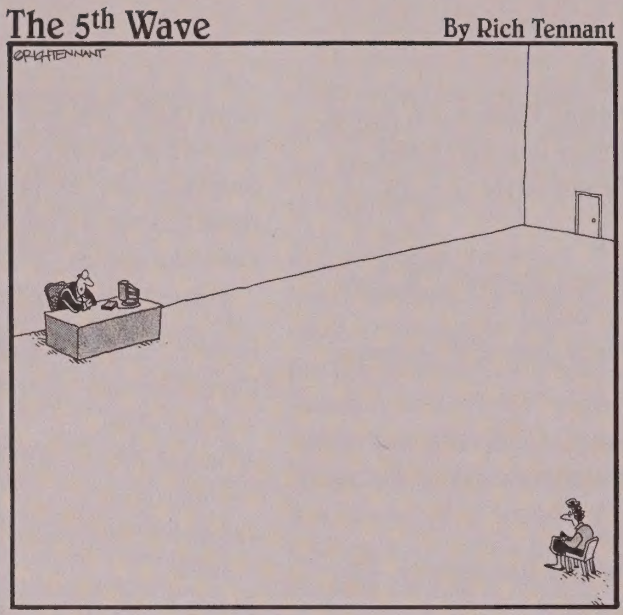
"The wireless steno pad isn't working?"
Eric Newman, Hungry Minds

Mrs. Johnson, as your manager, it is my responsibility to inform you that IT has notified me that you have a virus."
David Reinsel, IDC

"When I said I had the .vbs virus, I meant my computer and not me. You're gonna have to trust me that you can't catch it by sitting too close to me."
Rich Graves, Hungry Minds

"I said my computer has a fatal virus, not me!"
Bill Ganci, IDC

"Well, Marge, it looks like the last headcount reduction has been made here at Dot.com. You are the only one left! What are you doing to increase shareholder wealth today!?"
Stephen Kridle, *Hungry Minds*



"What makes you feel you're qualified to be an instructor in our distance learning program?
Marc Calvanico, *InfoWorld*

"We are one big, happy, close-knit family around here, as our mission statement testifies. Welcome to Acme."
Steve Harris, *IDC*

"You'll find we do things a little differently here at the Germ Institute."
Dan Amrich, *GamePro*

"The company closed one month ago, Miss Gamrath. Didn't you wonder where your desk was? And your colleagues?"
Kim Wilken, *IDG Denmark*

"I'm sorry, but these are the space allocations recommended by Microsoft."
Rob Springer, *Hungry Minds*

"No, Miss Lauder, we have never considered *Perfumes For Dummies* as a book!"
Jean Cooley, *Hungry Minds*

"Try pressing 'beam,' again, Ms. Jones. I don't seem to be receiving your business card."
Peter Sayer, *IDG News Service*

Rich Tennant's original caption:

"As a candidate for network administrator, how well versed are you in remote connectivity protocols?"

and finally...

IDG Hungary's new address

IDG Hungary will move to the following address on March 31:

H-1065 Budapest
Révay u. 10
Hungary

The mailing address remains unchanged:

P.O.Box 386
H-1537 Budapest
Hungary

New central phone number:
+361-474-88-50
Managing Director **Istvan Biro**:
+361-474-88-55
Office Manager **Agnes Hejjas**:
+361-474-88-48
Central fax number:
+361-269-56-76

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

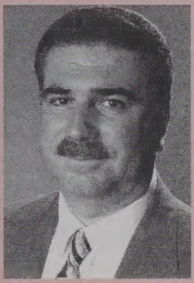
IDG WorldUpdate

26 MARCH 2001
VOLUME 31, NUMBER 13

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Rich Marino rejoins IDG as CEO at The Standard



Marino

Standard Media International, publisher of *The Industry Standard*, last week announced that **Richard J. Marino** will join the company April 16 as CEO, replacing founding CEO **John Battelle**, who will remain as chairman of the board. Marino, most recently president and COO at CNET, previously spent nine years at *PC World*, ending his tenure there in May 1999 as president and CEO. Under Marino's lead-

continued on page 6

PC World, *Darwin* take home Neal Awards

14th Neal for PCW since 1995; Darwin's win after just two issues unmatched

Winning a Neal is the real deal. Just ask the editorial and design staffs of *PC World* and *Darwin* magazines, both of which collected Neal Awards from American Business Media (ABM) earlier this month. The awards honor editorial excellence in independent business publications and are considered the Pulitzer Prize of business journalism.

While *PC World* added two Neals to its collection of Neal Awards – the monthly has won a record 14 Neal Awards, including two back-to-back Grand Neal Awards, since 1995 – Framingham, Mass.-based *Darwin* won the Best Single Issue category for its August/September 2000 issue, the second issue it had ever published. The issue featured Oscar-winner and technology maven Ben Affleck on the cover and an article on industry partnerships titled "Evolving Markets: Lions and Tigers and Bears (and the FTC)."

continued on page 7

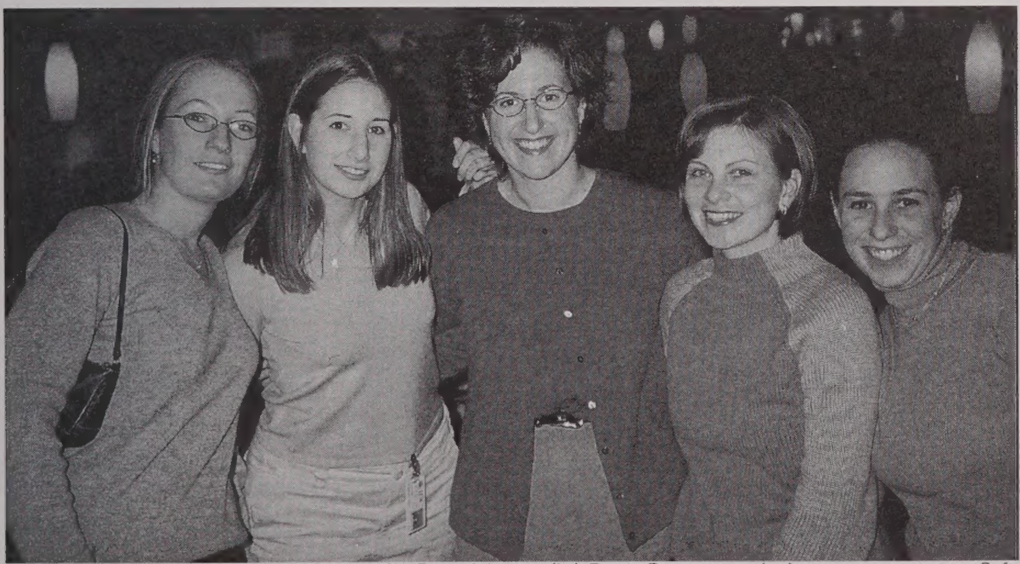
PC WORLD
NET PRIVACY NOW!
WHO'S TRACKING YOU? HOW DO YOU STOP THEM?

Members of the PC World editorial team show off a replica of their award-winning June issue, which won in the category "Best Single Issue." The publication also took home the top prize for "Best Regularly Featured Department," bringing its total collection of Neal Awards to 14 since 1995.

IDG WORLD UPDATE

IDC launches worldwide marketing training program

As a result of an increased emphasis on the role marketing will play in helping the company to achieve its aggressive growth and revenue goals, the IDC worldwide marketing workforce has doubled since 1998 to 86 staff members in 2001.



Among the participants in the first IDC Marketing Essentials were (l-r): ***Dawn Daggett****, marketing programs manager, Software;* ***Jenn Yezik****, marketing intern, Hardware;* ***Miriam Kutcher****, marketing programs manager;* ***Michelle Berube****, marketing programs specialist, Global Research Organization; and* ***Kim Tulman****, associate marketing leads specialist.*

PENNIE EDGREN

In an effort to rapidly assimilate and educate the many new members of the marketing staff worldwide, IDC last month launched a first-ever intensive two-day custom-designed training program that focuses on giving new hires basic knowledge pertaining to IDC's organizational structure and mission, the interrelated-ness of the marketing job function to other functional areas within the company, processes and IDC resources and tools available.

Conceived and developed by Hardware Market Development Manager **Christina Casey**, the IDC Marketing Essentials training "fills a critical need for sharing information and best practices to help bring new hires up to speed quickly while giving them an appreciation for how their roles fit into the overall IDC picture."

The debut session attracted 30 marketing professionals representing all the regions in which IDC does business: U.S., EMEA, Asia/Pacific, Latin America, Australia and Canada. An almost equal number of IDC executives representing all the

continued on page 5

newsworthy

in brief

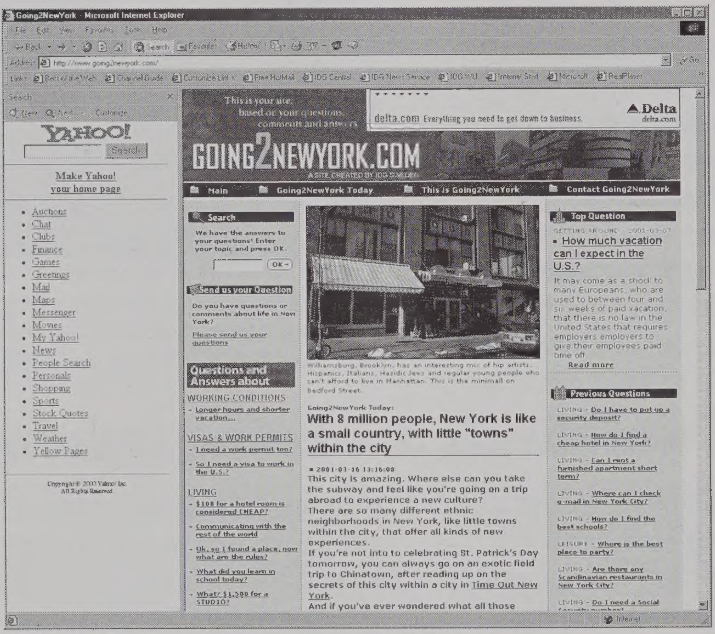
IDG Sweden site aims to help relocating professionals navigate New York

For foreigners coming to work or study in New York, the city can be a daunting place. How do I get a work permit? Where should I look for an apartment? What sort of public transportation is available?

Enter www.going2newyork.com, a new English-language Web-based service from IDG Sweden designed to help non-American professionals who want to learn more about living and working in New York City.

"An increasing number of people are interested in living, studying and working abroad," said **Katarina Sundwall**, editor. "The U.S. in general and New York City in particular, attract a large number of international students and temporary workers every year. But moving to a new country and acclimating to a new culture can be more complicated and time consuming than many people expect."

Going2newyork provides users with a forum to ask questions about living and working in the city as well as share their own experiences, tips and advice. In addition, the site includes major New York City news headlines and links to other useful sites that help users do everything from choosing a restaurant to understanding tipping conventions and learning more about American culture.


Going2NewYork - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites History
Address http://www.going2newyork.com/
Links Best of the Web Channel Guide Customize Links Free HotMail IDG Central IDG News Service IDG WU Internet Start Microsoft RealPlayer
Search New Next Customize
YAHOO! Search
Make Yahoo! your home page
Auctions
Chat
Clubs
Finance
Games
Greetings
Mail
Maps
Messenger
Movies
My Yahoo!
News
People Search
Personals
Shopping
Sports
Stock Quotes
Travel
Weather
Yellow Pages
Copyright © 2000 Yahoo! Inc. All Rights Reserved
This is your site: based on your questions, comments and answers
delta.com Everything you need to get down to business.
Delta delta.com
GOING2NEWYORK.COM
A SITE CREATED BY IDG SWEDEN
Main
Going2NewYork Today
This is Going2NewYork
Contact Going2NewYork
Search
OK
Send us your Question
Questions and Answers about
Top Question
Previous Questions
Internet

We have the answers to your questions! Enter your topic and press OK.

Do you have questions or comments about life in New York?

Please send us your questions

WORKING CONDITIONS
- Longer hours and shorter vacation...

VISAS & WORK PERMITS
- I need a work permit too?
- So I need a visa to work in the U.S.?

LIVING
- $100 for a hotel room is considered CHEAP?
- Communicating with the rest of the world
- Ok, so I found a place, now what are the rules?
- What did you learn in school today?
- What? $1,500 for a STUDIO?

Williamsburg, Brooklyn, has an interesting mix of hip artists, Hispanics, Italians, Hasidic Jews and regular young people who can't afford to live in Manhattan. This is the minimall on Bedford Street.

Going2NewYork Today:

With 8 million people, New York is like a small country, with little "towns" within the city

2001-03-16 13:16:08
This city is amazing. Where else can you take the subway and feel like you're going on a trip abroad to experience a new culture?
There are so many different ethnic neighborhoods in New York, like little towns within the city, that offer all kinds of new experiences.
If you're not into to celebrating St. Patrick's Day tomorrow, you can always go on an exotic field trip to Chinatown, after reading up on the secrets of this city within a city in Time Out New York.
And if you've ever wondered what all those

GETTING AROUND - 2001-03-07
- How much vacation can I expect in the U.S.?

It may come as a shock to many Europeans, who are used to between four and six weeks of paid vacation, that there is no law in the United States that requires employers employers to give their employees paid time off.
Read more

LIVING - Do I have to put up a security deposit?

LIVING - How do I find a cheap hotel in New York?

LIVING - Can I rent a furnished apartment short term?

LIVING - Where can I check e-mail in New York City?

LIVING - How do I find the best schools?

LEISURE - Where is the best place to party?

LIVING - Are there any Scandinavian restaurants in New York City?

LIVING - Do I need a Social

IDG business units are invited to include a link to IDG Sweden's www.going2newyork.com site on their own Web sites.

***Katarina Sundwall,** a relatively new transplant to New York herself, serves as editor of going2newyork.com.*

Sundwall, who is based in New York, said the site is designed to appeal to any would-be New Yorker, whether they are from Sweden or Germany, Japan or Australia. According to the U.S. Immigration and Naturalization Service, in 1998 (the latest year for which numbers are available) there were just under 900,000 temporary workers, exchange visitors and intracompany transferees admitted to the U.S.

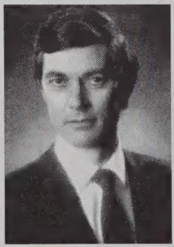
Going2newyork complements the wide array of existing services offered by IDG Sweden including JobUniverse, the global online employment service for IT professionals. IDG Sweden hopes to expand the Going2 concept to include other cities that attract large numbers of international professionals such as Paris, London, San Francisco, Singapore, Berlin and Sydney, Sundwall said.

IDG business units are invited to include the Going2newyork link on their own sites. For more information, contact Katarina Sundwall at katarina@going2newyork.com. WU

Kirk Campbell, Troy Sanderson named to *BtoB*'s "E-Champions" list

IDC President/CEO **Kirk Campbell** and Senior VP/Interactive **Troy Anderson** at TheStandard.com have been included in *BtoB* magazine's annual "Top 25 E-Champions" list, which appears in the magazine's March issue.

Rather than duplicate names from last year's inaugural list, *BtoB*'s editors and reporters spotlighted an entirely new group of senior marketers and managers who they say have "achieved substantial gains from their marketing and e-commerce strategies."



Campbell

Anderson

Observing that IDC posted a 33% gain in worldwide revenue in FY2000, Campbell's entry noted that he had helped the company land more than 600 new client companies last year and expects it to continue its rapid growth throughout FY2001. "The key to our performance is that we take market research to the next level, providing a complete technology intelligence solution that helps our clients make strategic business decisions," Campbell told *BtoB*.

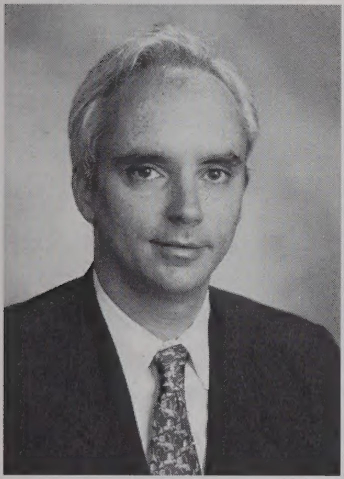
Anderson is overseeing improvements to TheStandard.com, streamlining content, adding links and reducing clutter to enable users to navigate the site quicker.

Before joining *The Industry Standard* in November, Anderson had co-founded and managed the Coquille Economic Development Corp., shaping it from a three-person project into a 500-employee, multimillion-dollar venture within four years. He has also served as a management consultant to major B2B firms.

For more details go to www.btobonline.com/cgi-bin/article.pl?id=5367. WU

executive Q and A

Philippe de Marcillac
IDC's Senior Vice President/International Business Units is this week's guest columnist. He may be reached at pdemarcillac @idc.com.



de Marcillac's territory at-a-glance

Key responsibilities Manage IDC Canada, IDC Latin America, IDC Asia/Pacific, IDC Japan, research in Emerging Markets of Europe (Middle East and Eastern Europe)

Number of offices 20

Number of employees More than 250

Group's most recent accomplishments In Asia/Pacific running the Asia/Pacific IT Forum 2001 with 1,000 attendees; in Japan appointing our new Managing Director, **Masato Takeuchi**; in Canada becoming a C$10M company in calendar year 2000; in Latin America moving into our new offices in Miami.

No. 1 challenge Coping with our clients' demands for even more market intelligence.

Q What type of international background do you have for your current position?

A I'm very fortunate that I have quite an international background. My father was from the French West Indies and my mother was born in Malaysia where her parents were living at that time. I was born in England, and setting the trend for my future IDC career, I was on a plane at the age of three months, and was brought up in Africa for the next seven years. The rest of my education was in France, and then in London at the French Lycee, followed by Cambridge University in England, so I became quite used to cultural variety at an early age. I've worked in the U.K., France, the U.S., Japan and Hong Kong.

Q What are some of the key differences among business cultures that you have observed in managing your international business units?

Cultures vary tremendously across the world, of course, which is one of the most intriguing aspects of my job. In our group we have the full set. Business in Latin America is often conducted in an informal and sometimes emotional manner. Contrast that with a business meeting in Japan, where not only do you have to be on time, but your team needs to be seated in the correct order in the room, facing your customers, and a formal exchange of business cards is necessary before any discussions can take place!

There are many issues that have to be taken into account in our countries, both internally and externally. For example, in some countries it's very hard to say no. So your business partners will probably nod, and smile, and may even say yes as you discuss business plans. They are telling you that they understand what you want; however they are not committed to any agreement, and will be very confused when you ask when the contract can be signed. Another example I like is e-mail. In many formal cultural environments, copying a person's supervisor is merely informational and should be done to ensure information flows as required (however copying someone's subordinate should be avoided, particularly if the message conveys criticism). In other cultures copying a supervisor is confrontational. Linking these two cultural types with immediate electronic access can lead to some interesting mix-ups.

Q What is the outlook for the IT market in Asia/ Pacific and Latin America? If a U.S. recession occurs, what will the impact be on these two regions?

A The outlook for IT markets in Asia/Pacific and Latin America is quite variable — and quite hard to predict. Both regions suffered economic setbacks in 1997-98; in some countries there were severe although short-lived recessions. In most countries affected we have seen a considerable bounce back in the economy accompanied by a boom in IT demand in 1999 and 2000 as corporations and governments placed IT at the forefront of their recovery plans. IDC Asia/Pacific and IDC Latin America were the first to predict the recovery in IT markets in their regions, by the way, having been the first to see the decline coming – thus living up to our motto, "Analyze the Future."

Looking forward, however, the outlook for the U.S. economy is a significant concern. The U.S. is a large market for the exports that drive many of the economies in our regions, and also because the U.S. has such influence worldwide. The U.S. economy is slowing down quickly, and we are already feeling this in our regions. If this were to deepen into a recession I expect it would result in at least a significant slowdown in demand for IT in our regions – so we're keeping a close eye on things.

Q How important will China be in the Asia/Pacific IT market in the future?

A Looking forward, China is a key market in Asia/ Pacific. In 2000 it became the largest market in the region outside of Japan, overtaking Australia. (It is noteworthy, however, that Japan still accounts for over 60% of IT spending in Asia/Pacific). The China IT market was largely unaffected by the Asian crisis three years ago, and it became the powerhouse of the region at that time. Partly driven by China's expected accessions to the World Trade Organization, and liberalization in the economy and telecommunications environments, the Chinese IT market is expected to grow by over 20% from 2000 to 2004. Vendors are looking to China for a lot of their growth over the next few years in Asia. Nevertheless, China is still a developing market. As an example, hardware still dominates the great majority of demand, so Australia is still a much larger market for software and services than China. So one should not look only to China in the region for opportunity. China is also quite hard to break into, and there are strong local players *in situ*, so considerable investment is required to succeed. IDC is the leading source of research on the China IT market and along with IDG's publications and events, we are great partners for established and new players in the Chinese IT market.

continued on page 7

spotlight on the job

IDG Recruitment Solutions' Donna Kent thrives on variety, fast pace and problem solving

IDG Recruitment Solutions Operations Manager **Donna Kent** never has a typical day.

"I answer many, many questions! 'What are your deadlines?' 'What are your rates?' 'When's my material due?' 'Can I have an extension?'" she said. "I am the central contact for the operations side of our business, so I provide solutions for my contacts at *Computerworld*, *Network World*, *InfoWorld*, *The Industry Standard*, *Publish* and ITcareers.com."

*Operations Manager **Donna Kent** says disappointing her customers is a constant worry, but, notes the 10-year veteran, "it hasn't happened yet!"*

In October 1999, the recruitment advertising sales departments of *Network World*, *InfoWorld* and *Computerworld* were consolidated into one business unit called IDG Recruitment Solutions that allows IDG's recruitment advertisers to run ads on a national or regional basis in those publications at special combination rates. Based in San Mateo, Calif., IDG Recruitment Solutions also sells online recruitment packages on ITworld's ITcareers.com site and recently added *The Industry Standard* and *Publish* to its publication offerings.

Kent oversees IDG Recruitment Solutions' ad coordination department and is the liaison between its production team, housed at *InfoWorld*, and the individual publications' production departments. "Clients call to place recruitment ads," she said, "and we gather and enter all data pertinent to the booking of recruitment advertising, which ranges from line classifieds to four-color full-page ads." Actual layout is done by the IDG Recruitment Solutions production department.

Among the many balls she juggles are the following:

- Producing, processing and managing the weekly ITcareers section in *Network World*, *Computerworld*, and *InfoWorld*, as well as in the latter's quarterly *WITI FastTrack* supplement, which targets women in technology, and the annual Campus edition.
- Working with the IDG Recruitment Solutions finance team, headed by Vice President **Bob Ainsworth** and supported by the *InfoWorld* finance division. Her responsibilities in this area include a variety of accounting tasks, from creating revenue-tracking spreadsheets to processing and coding invoices.
- Kent also resolves billing and credit inquiries, calculates rates for new ad promotions and manages Ad Coordinators **Carla Amaral** and **Leilani Lopez**, who are responsible for gathering and typesetting all the data pertinent to the booking of recruitment advertising.

"With the variety of customers and publications we deal with, every day is a different scenario," Kent said.

Kent's customers are the human resources representatives from Fortune 1,000 firms and the account managers from the recruitment advertising agencies across the U.S. "We sell a recruitment advertising package — both print and online — so they can find and recruit IT professionals and Internet business strategists," she said.

What challenges Kent are the weekly deadlines and remaining focused on the organization involved in coping with so many publications. "Recruitment deadlines are always last-minute," she said. "Timeliness is important to this market, so in most cases we are sending ad pages to the printers three to four days prior to the publication date. My fear is that we will miss a deadline and advertisers will be disappointed. It hasn't happened yet, though."

A high school graduate, Kent received all her training and advertising knowledge on the job. Before she came to IDG 10 years ago, she worked in the classified department of *The Wall Street Journal*.

"I enjoy working with numerous departments and publications within IDG and the variety of things that I get to do on a daily basis, but mostly I enjoy the people I deal with," Kent said. "IDG itself is a great company to work for, the benefits are nice, and who can resist the ESOP after 10 years?" WU

Do you work with someone who would be a good candidate for an On the Job Spotlight? If so, please let us know by writing to world_update@idg.com.

Week of March 26, 2001

Online Account Executive (CWI)

Computerworld is looking for a highly motivated Online Account Executive reporting to the Online Sales Manager. This position requires 1 - 2 years of online advertising sales experience. The Online Account Executive will be responsible for assigned online sales opportunities and prospecting territories, use solutions-selling techniques to create powerful sales and marketing strategies, and grow existing business from Computerworld customers. Requires excellent verbal and written communication, superior organizational skills, and strong self-motivation skills. Closing skills and collaborative, creative problem-solving teamwork are also a large part of the job. This position works closely with other IDG online sales representatives to build and maintain strong client relationships. This individual will develop, construct and deliver comprehensive online advertising proposals for prospective clients for Computerworld. *Location: San Mateo CA*
Contact: M. Scanlon, Email: **mary_scanlon@computerworld.com**

Field Marketing Executive (CWI)

Computerworld is seeking a Field Marketing Executive to own "B" and "C" level accounts, work with Account Directors on "A" level accounts, pursue assigned advertising sales opportunities and prospecting territories, use solutions-selling techniques to create powerful sales and marketing strategies, and grow existing business from Computerworld customers. Heavy current emphasis on print advertising, but requires the selling of multiple Computerworld products (print, online, research, custom publishing, events, book deals, etc.) to customers and their advertising agencies. Will also participate on the Field Marketing team to develop powerful sales tools for the national sales team. Advertising sales experience is required, preferably in the IT industry. Contacts in the computer industry a plus. Knowledge of technology, Internet Commerce and Telecommunications is also desired. Requires excellent verbal and written communication, superior organizational skills, and strong self-motivation skills. Closing skills and collaborative, creative problem-solving teamwork are also a large part of the job. A minimum of 3-5 years of experience in customer-focused sales environment and a bachelor's degree or equivalent work experience are required. This position will be located in *Irvine, California.*
Contact: M. Scanlon, Email: **mary_scanlon@computerworld.com**

Receptionist (CWI)

Computerworld currently seeks a highly energetic, flexible, professional, and service-oriented individual for the receptionist desk. Responsibilities will include meeting, greeting all visitors, answering the phones, coordinating the conference room sign up schedule and other light administrative duties. The ideal candidate must be extremely professional, organized, and have excellent interpersonal and communication skills. This position requires attention to detail, light computer skills and at least one year of business experience.
Location: Framingham MA
Contact: M. Scanlon, Email: **mary_scanlon@computerworld.com**

Fluegelman Intern (CWI)

Computerworld Editorial is offering an internship designed for an individual who is considering a career change to journalism. The intern would work with Print, Online and Research staff for the best possible overview of how a newsroom works, and the many kinds of career possibilities there are in the field of journalism. The intern will have the opportunity to build research, reporting and web skills by participating in special projects, working on the newspaper, the website and communities areas and by working with the research department on story research. This is a 6-month, paid internship, based in Framingham, MA, with a desired start date of May 2001.
Location: Framingham MA
Contact: M. Scanlon, Email: **mary_scanlon@computerworld.com**

Conference Manager (EXF)

The Conference Manager will be responsible for the production of selected IDG EF executive conferences and for providing support for all other conferences presented by IDG EF throughout the year. This person will be responsible for leading a production team and must be bottom line oriented since to support the fiscal integrity of the conference. They need to understand the market niche, the customers, the program and the resources it will take to present a successful conference. This person must not only be a team player, but must lead a team effectively to ensure that all aspects of producing the conference are successful and timely. He or she must have the ability to work in a fast paced, high-energy environment with little direction. Duties and Responsibilities: ¨ Know the overall goals of the conference you are managing. ¨ Develop and manage the production timeline. Review financial forecasts and support the conference being produced within budget. ¨ Work across department lines to engage the support of all areas of the company in the conference production. ¨ Preside over the conference production meetings. ¨ Facilitate timeline and responsibility questions for department support. ¨ Maintain quality control of the conference presentation. ¨ Manage the conference production team while on site. ¨ Be proactive in recommending and following through with solutions when problems occur in pre-production, during an event and post-production. Additional Duties and Responsibilities: Specific duties and responsibilities for each Conference Manager and Conference Coordinator will be determined for each conference from the following categories: ¨ Speaker Coordinator ¨ Sponsor Coordinator ¨ Food & Beverage Coordinator ¨ Demonstrators Coordinator¨ ¨ Logistics Management¨ Minimum Qualifications: ¨ Must have a minimum of 5 years experience in producing high tech events ¨ Experience producing high level, executive conferences ¨ Must work well in a fast paced, collaborative environment, where often "all hands" are required ¨ Strong project leadership, and supervisory skills.
Location: San Mateo CA
Contact: Email: **bobb@idgexecforums.com**

Sales Administrative Manager (IFW)

InfoWorld Media Group, publisher of InfoWorld, the award winning IT news weekly, developer of infoworld.com, an online resource for forward thinking IT professionals, and producer of CTO Forum, has an opening for a Sales Administrative Manager in our San Mateo, California office. Reporting to the Associate Publisher, this individual will be responsible for overseeing the financial reporting for the Western Sales Region; facilitating the interaction and activities of the Sales team with other departments; and coordinating the region's participation in Sales initiatives. Has dotted-line responsibility for the supervision of administrative tasks/projects of the Sales Associates in the region. The ideal candidate will possess excellent verbal and written communication skills; ability to multi-task and adapt quickly to change; attention to detail. Must be proficient in Word, Excel and be savvy at navigating through PC applications, spreadsheets and charts.
Location: San Mateo CA
Contact: Email: **resumes@infoworld.com**

Infrastructure Architect (IFW)

InfoWorld, an award-winning business and technology media company, seeks a Infrastructure Architect responsible for the day to day operation, maintenance, and management, as well as the long term development of the Test Center infrastructure including cabling, networking equipment, network servers, storage systems, backup systems, telecommunications circuitry and hardware, client computers, and all related peripherals. Infrastructure Architect offers his/her technical expertise and vendor relationship experience to assist Analysts in developing the desired test bed for each comparison or review. The Infrastructure Architect also works closely with the Technical Director in planning and leading the future direction of testing products and solutions within the InfoWorld Test Center. Qualifications: The Infrastructure Architect requires comprehensive knowledge of information technology strategies, including client/server, networking, database, and LAN/WAN technologies. In addition, the Infrastructure Architect is well versed in multiple operating environments PC, Mac, Unix, OS/400, and MVS. The Infrastructure Architect possesses extensive understanding of broad technological issues as they relate to our reader's information needs. The Infrastructure Architect will have at least five years of hands on experience in information technology. Prior experience in lab testing or product evaluation is a prerequisite for this position. In addition to work experience, the Infrastructure Architect's education may be in a related technology field, such as Computer Science or Information Systems. In addition, the Infrastructure Architect may be certified in specific technologies. InfoWorld Media Group is a company of IDG, the world's leading global provider of information technology. IDG publishes more than 300 magazines and newspapers and 4,000 book titles and offers online users the largest network of technology-specific sites around the world through IDG.net. Located in San Mateo, California, in the heart of Silicon Valley, we offer an exceptional compensation and benefits package and opportunity for career growth. Company information is available at http://www.infoworld.com. *Location: San Mateo CA*
Contact: S. McDaniel, Email: **shirley_mcdaniel@infoworld.com**

Go to **http://careers.idg.com** to view all current job opportunities at IDG

Director, Marketing Communications (IDC)
IDC, a rapidly-growing, fast-paced, global market intelligence and advisory firm, is seeking an experienced and dynamic marketing professional to lead our Corporate Marketing Services and worldwide Marketing Communications efforts. The successful candidate will be an intelligent, creative and collaborative leader with at least 5 years of relevant marketing experience in a high-technology or services firm. He/she will also have a proven ability to manage a team that proactively supports the needs of the sales force. Specific responsibilities include the following: § Partner with sales, corporate marketing, business unit marketing and others as appropriate to enable IDC to meet its bookings, profit and customer retention goals · Oversee the development of effective marketing communications. Evaluate the success or failure of these activities specific to their assigned goals and objectives. § Lead internal cross-functional and cross-geography teams in projects requiring collaboration · Understand and incorporate regional (i.e., Europe, Asia/Pacific, Latin America, Canada, U.S.) needs into a consistent worldwide MarComm strategy (messages, marketing programs). · Manage the activities related to the following:
1. All collateral (product and corporate) 2. Sales support tools (including customer testimonials)
3. Prospect databases and list research 4. Corporate identity 5. Major customer events (Directions and IDC's Global Research Advisory Council) 6. Customer satisfaction surveys 7. Corporate marketing programs
8. Promotional writing services 9. Creative design services · Serve as a source of marketing expertise worldwide. Provide marketing guidance throughout the company. § Develop strong working relationships with external print, production, A/V, and other vendors as appropriate. Negotiate with those vendors to get the best ROI for marketing projects · Directly manage a team consisting of 3 marketing professionals, 4 designers and 2 writers The ideal candidate will have at least 5 years of relevant marketing experience in a high-technology or services firm, and an undergraduate or graduate degree in Marketing. *Location: Framingham MA*
Contact: E. Cole, Email: **ecole@idc.com**

Part-time Attorney (LEG)
IDG's Legal department is looking for an attorney who is interested in working approximately 20 hours per week. The ideal candidate will have experience working in a law firm or corporate law department, will be familiar with commercial transactions and be able to review and draft contracts and leases. *Location: Framingham MA*
Contact: J. Carty, Email: **jennifer_carty@idg.com**

Go to **http://careers.idg.com** to view all current job opportunities at IDG

Marketing training

continued from page 1

company's major functions, served as speakers.

The information-packed two-day agenda covered four broad categories of information:

- **Foundation.** This section aimed to provide an overview of IDC's major functional areas and included presentations such as: IDC Marketing Corporate Overview, Structure, Strategy and Goals; IDC Brand Identity; Introduction to IDC Products and Pricing; A Day in the Life of an Analyst; IDC Sales Corporate Overview; Strategy and Goals of Client Development; IDC Volume Sales and Sales Operations Overview; and IDC's Web Partnership Strategies.

- **Process.** Presentations in this section focused on business rules, policies and internal work flows related to topics such as a Corporate Communications Overview; Interactive Marketing, Telebriefing Process, IDC.com and Web Content Submission Process.

> *"In addition to the how-to aspects of the training, a primary intent is to foster improved global communication and cooperation so that IDC worldwide marketing thinks and acts in alignment with the strategic needs of our global target customers."*
>
> *— Christina Casey*

- **Resources and Tools**. The second day kicked off with a look at IDC-specific resources including the Structure, Strategy and Goals of Corporate Marketing Services; Copy Writing Best Practices: Print and Web; Creative Services; Structure, Strategy and Goals of the U.S. Conference Business; IDC Library; Placeware Web Conferencing and a module focused on marketing functionality of Sekai, the company's ambitious worldwide customer relationship management project.

PHOTOS BY PENNIE EDGREN

*Paying close attention during one presentation were (l-r): **Rebecca Sharry**, senior marketing specialist; **Matt Hennigan**, senior lead qualification specialist, Services; **Kim Tulman**, associate marketing leads specialist; **David Luth**, senior lead qualifications specialist; **Reagan Brown**, associate marketing specialist; and **Mike Wong**, marketing manager, IDC Asia Pacific/Singapore.*

- **Role-Specific and Region-Specific Modules**. In the final five presentations of the training, attendees were briefed on what impacts to the organization each marketing role and region is making, and the importance of sharing best practices with all worldwide colleagues. Areas featured were U.S. Marketing Programs; U.S. Market Development; Latin America Marketing, EMEA Marketing and Marketing Down Under: A Country Office Perspective. Lead qualification, another emerging marketing role in the U.S., will be highlighted in forthcoming training sessions as new hires pioneer this space and build out the framework.

***Wendy Moldauer**, director, Product and Content Management, in IDC's Interactive Products & Services group (left) and IDC COO **Vicki Brown**.*

"In addition to the how-to aspects of the training, a primary intent is to foster improved global communication and cooperation so that IDC worldwide marketing thinks and acts in alignment with the strategic needs of our global target customers," Casey said. "The training gives new marketing hires a core set of knowledge about the worldwide infrastructure of IDC as well the chance to meet international colleagues face-to-face, ultimately enabling us to improve the effectiveness of global marketing."

Casey noted that the timing of the new program was auspicious in that IDC has recently completed a major restructuring of its marketing function. "It's a time of huge opportunity for marketing at IDC. The worldwide marketing team is going to be a key contributor in helping the company meet its revenue targets. This type of training is critical to providing the tools, relationship-building opportunities and know-how that will set new hires up for success in the beginning."

And the target audience seems to agree. "Marketing Essentials Training was extremely beneficial," noted Associate Marketing Specialist **Reagan Brown**, who joined IDC on Jan. 2. "The program provided a really great overview of how all the different marketing functions at IDC fit together."

"This training is really invaluable," said **Miriam Kutcher**, who joined IDC two months ago as marketing programs manager. "IDC is so decentralized, and it's really helpful to get an introduction to all the other areas of the company and identify ways that we can perhaps work together in the future."

For more information, contact Christina Casey at ccasey@idc.com. WU

noteworthy people

Mazel

IDG WORLD UPDATE

Faust

IDG WORLD UPDATE

Guzman

IDG WORLD UPDATE

Maher

New employees

Receptionist **Nathalie Mazel** comes to *InfoWorld* from the Sheraton Gateway Hotel where she worked in guest services. A graduate of the Lycee Pasteur in São Paulo, Brazil, she is currently studying for a B.A. in international relations at the College of San Mateo (Calif.). Fluent in Portuguese, Spanish and French, she enjoys movies, traveling and cooking.

IDG Games Media Group has hired **Doug Faust** as vice president/associate publisher. He comes from Imagine Media where he was publisher of *Playstation Magazine*, *Official Sega Dreamcast* and *Next Generation Magazine*. A graduate of the University of California/San Diego with a B.A. in economics, he enjoys surfing, rollerblading and spending time with his wife and two children.

IDG Games Media Group has hired **Alex Guzman** as newsstand associate for *GamePro* magazine. He was previously a direct marketing specialist in circulation with Imagine Media, Inc. He graduated from St. Mary's College of California in Moraga with a B.S. in business administration and a minor in psychology. He spends his free time keeping up with his stepson, cycling and hiking.

Maureen Clarke has joined IDG Recruitment Solutions in the Chicago area as an account manager. She recently held a similar post at Decorative Containers, a small family-run business that silkscreens designs on bottles and jars. Maureen earned a B.S. in education from Xavier University in Cincinnati, Ohio. The sole sister among eight brothers, Maureen and her husband have a nine-month-old son who is just getting to know his 42 first cousins. She enjoys watching pro sports, cooking and bike riding.

Previously a copy editor/paginator for *The Berkshire Eagle*, Graphics Editor **Michelle Maher** has joined the IDG News Service in Boston. She has a B.F.A. in printmaking and graphic design from the University of Massachusetts/Amherst and will be transferring the credits she's earned toward a B.A. in communications and journalism to a Boston-area college. Outside the office Michelle has a crafts business designing jewelry, painted objects and miniature stuffed animals, and she's also working on the centerpieces for her wedding this August.

Online Graphic Designer **Zachary Sullivan** has signed on at Network World following a stint as contract Web designer/developer at The Creative Group. He earned a B.A. in fine arts and a B.A. in communications from the University of New Hampshire. In his spare time he enjoys running, mountain biking, skiing and painting.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Marino

continued from page 1

ership *PC World* became the largest computer publication in the world, introduced a category-leading online site, and won more editorial and design awards than any other publication. Marino also headed the PC World Global Product Support Center. In 1998, he was presented with the Chairman's Cup for Overall Management Excellence.

"It's not easy to find the right mixture of operating talent, strong management experience, and deep industry knowledge in a senior executive," said Battelle in making last week's announcement. "Adding new strength to the management team at *The Standard* is essential to realizing our long-range vision for the brand and for the company. We've been looking for someone just like Rich for quite a while, and I am delighted that we could recruit an executive with such deep experience in both print and online media to help us execute our strategy for growth and expansion."

The Standard, founded by IDG in late 1997 and based in San Francisco, has established itself as the leading information resource for the new economy. *The Standard* has grown and expanded with 10 international editions of the print publication and its Web site, a family of daily and weekly newsletters and online reports, an executive-level conferences division and editorial bureaus across the country and around the world.

"In less than three years, The *Standard* has become a powerful, trusted brand positioned at the center of business transformation in the new economy," said Marino. "I look forward to working with board Chairman John Battelle, Editor-in-Chief and Editorial Director **Jonathan Weber** and the entire *Standard* team in helping realize the brilliant vision that has created such an exciting company in such a short time."

During the first six months of 2000, T*he Industry Standard* ran more ad pages than any other publication, in any category, in the history of U.S. publishing. However, more recently, *The Standard* has felt the effects of the dot-com fallout and earlier this year the company was forced to lay off approximately 100 employees in a restructuring effort. WU

Enter the contest to win a pair of tickets to the Webby Awards!

Log on to *IDG World Update Online (www.idgworldupdate.com)* to enter the Webby Awards ticket contest in the March 26 issue (the same contest also appeared March 12).

Those employees who answer correctly will have their names entered into a random drawing, and the winner will be announced on May 21. Log on today — good luck!

(Note: The tickets are for admittance to the event only; airfare, hotel and other costs are not included. Only IDG employees may participate.)

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Shirley Ingram *IDG Australia*

16
Terry Lee *IDG Australia*
Grace Castro *InfoWorld*

14
Tania Evans *IDG Australia*

13
Kirk Campbell *IDC*
Michael Carroll *PC World*

12
Judy Bonasoro *IDG*

11
Ellen Messmer *Network World*

9
Birgitte Rygaard *IDG Denmark*
Nancy Hannagan *IDG List Services*

8
Rebecca Freed *PC World*
Kristi Cunningham *InfoWorld*

7
Atsushi Machino *IDG Japan*
Christine Cahill *IDG List Services*

6
Jacki McDonald *IDC*
Armando Lazo *PC World Latin America*

5
Daniel Toumbas *IDG Denmark*
Katherine Noyes *CXO Media*
Lisa Lauze *IDG*

4
Christian Bousquet *IDC*
Melissa Shaw *Network World*

3
Mirna Tisdale *IDG*

2
Michael Dwornik *PC World*
Kristina Nielsen *IDG.net*
Patrick Hafford *IDC*
Vernon Turner *IDC*
Michael Fahlsing *CXO Media*

1
David Hutchins *IDG Australia*
John Illingworth *IDG Australia*
Qing Lily Lin *IDC China*
Jason Villeneuve *PC World*
Marc Alexander *IDC*
Cynthia Holden *IDC*
Karen O'Sullivan *IDC*
Suzanne Woodruff *IDC*
Michael De Agonia *Computerworld*
Michael McGovern *Computerworld*
Michael Meehan *Computerworld*
Cecilia Shipley *Computerworld*
Lisa Blackwelder *InfoWorld*
Vanessa Teal *IDC U.K.*
Dominic Child *IDG Global Solutions*
Sami Mahmood *IDG Global Solutions*
Natalia Parrales *IDG Global Solutions*
Paul Moon *IDC Canada*
Brio Bernardes *IDG Global Communications*
Judith Norton *IDG*
Lisa Stabile *IDG*
Maria Villa *CXO Media*
Acela Bofill *PC World Latin America*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Neal Awards

continued from page 1

Business Evolving in the Information Age
darwin
Ben Affleck on technology's big-budget remake of Hollywood
Action!

No publication has ever been honored in the Neal Awards as soon after its debut as Darwin.

"It is a great honor for *Darwin* to be recognized so early in its career for journalistic excellence and integrity," said **Lew McCreary**, *Darwin* editor-in-chief and editorial director of CXO Media. No other publication in the Neal Awards' 47-year history has ever won so quickly after its debut.

The San Francisco-based monthly *PC World* took home Neals for Best Single Issue for its June 2000 issue and Best Regularly Featured Department for its "Consumer Watch" column in the March, April and October, 2000 issues. *PC World* editors were also finalists in the Best Single Article category. (*PC World* competed in the Class C category for annual ad circulation revenue of more than $7 million; *Darwin* was in the Class B category, $3 million to $7 million.)

"The editorial team is proud of what these awards represent: excellence in business journalism," said **Kevin McKean**, *PC World* editorial director. "To win a Neal Award for a whole issue is a real testament to the depth and talent of the entire staff, and it's equally gratifying to receive recognition from our peers in the business press for our service journalism."

The June 2000 *PC World* included a reader survey on the best and worst places to buy a new computer, features on Internet privacy, and an examination of printer manufacturers' speed ratings. "Consumer Watch" helps readers avoid common mistakes and hidden traps that irritate computer buyers. The Best Single Article finalist was the August 2000 story "PC Repair Undercover, which investigated 18 repair shops in partnership with TV's "Dateline NBC" (see *IDG World Update*, July 24, 2000).

ABM received 1,170 Neal entries for the 2000 competition, and 23 winners were chosen from 69 finalists by a group of judges led by Marshall Loeb, columnist for "CBS Marketwatch." WU

Coming up

Comdex China
April 4-7
An IDG World Expo (Asia) event
China International Exhibition Centre
Beijing
www.comdex.com.cn

Network World Global Product Line Meeting
April 9-11
Lisbon, Portugal
Contact: **Nancy Parquette**
nparquette@nww.com

Storage Networking World
(co-sponsored by Computerworld)
April 9-11
Marriott Desert Springs Resort
Palm Desert, Calif.
www.storagenetworkingworld.com/

Roam
April 9-11
The Westin La Paloma
Tucson, Ariz.
www.thestandard.com/events

See www.idgworldupdate.com for more event listings.

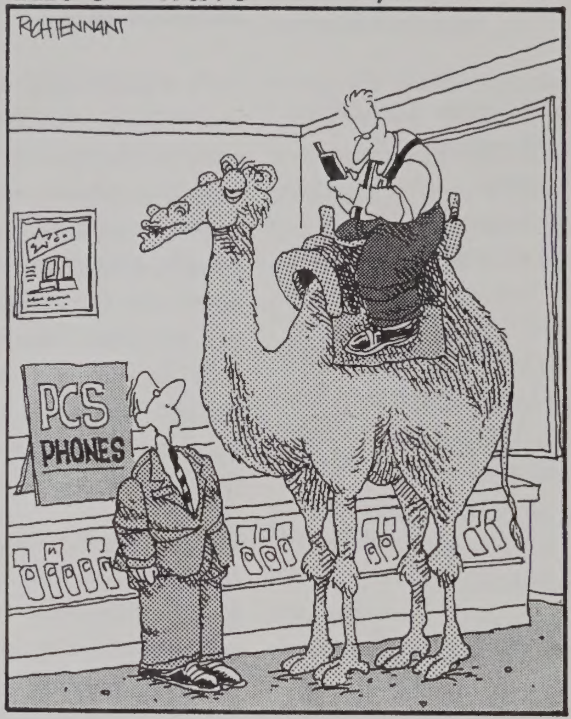
off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Tuesday April 24.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive *IDG World Update* screen sweeps.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.

The 5th Wave By Rich Tennant



and finally.

New address for IDC Norway

IDC Norway has moved to the following location:

IDC Norway
Sandakerveien 110, inng. 2
N-0484 Oslo
Norway

Tel: +47-22-89-33-90
Fax: +47 22 89 33 99

Gerd J. Nilsson
Country Manager

Executive Q&A

continued from page 3

Q In markets outside the U.S. and Europe, what are IDC's greatest strengths and challenges vis-a-vis the competition?

A In Canada, Latin America, Japan and Asia/Pacific (and for that matter in the United States and Europe, Middle East and Africa) IDC's advantage can be summarized under one slogan: *Glocal*. We provide unrivaled local coverage through direct presence in so many markets, combined with worldwide presence and brand. Whilst our competitors have established a presence in many markets over the last few years, they are primarily expanding their sales network and cannot match our commitment to local research. In Asia/Pacific and Japan we have over 170 analysts in 14 countries, and in Latin America we have over 55 analysts in six countries and our Miami headquarters and cover most other countries by travelling through the region. Finally, in Canada, we have many more analysts than all the competition combined. However, when you deal with IDC you also deal with a global company, with systematic methodology and definitions and consistent sales and support practices. Therefore we provide a great balance of local and global capabilities that our customers have come to appreciate.

Q What advice would you give to a new IDC country manager to be successful?

A We could spend all day discussing this, but here are some highlights.

First of all, the Ten Corporate Values are a good place to start. You'll have to adapt them to your local markets and the team you have in place, but they provide an excellent framework.

Second, run a balanced team. Make sure you have strong research, sales, marketing and customer service teams in place, as well as appropriate administrative and financial systems, and do not focus just on one of these elements.

Third, cover the full spectrum: research the IT, Internet and telecommunications markets.

Fourth, don't reinvent the wheel. If you have a great idea check to see if you can leverage someone else's work at IDC or IDG, and learn from their experience.

Finally, always involve your staff in your initiatives, ask for their ideas and solicit their feedback. WU

Send in your questions!

Submit your question for IDG Chairman **Pat McGovern** or IDG President/CEO **Kelly Conlin** to world_update@idg.com; questions are forwarded anonymously. Suggestions for guest columnists are also welcome.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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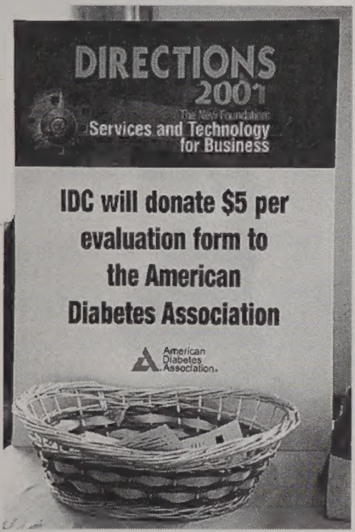
WWW.IDGWORLDUPDATE.COM

IDC Directions conference boosts customer relationships, sales

36th edition of bi-coastal briefing sessions focused on elements of a 'New Foundation' for business


DIRECTIONS
2001
The New Foundation:
Services and Technology for Business
IDC will donate $5 per evaluation form to the American Diabetes Association
American Diabetes Association.

IDG WORLD UPDATE

For the second year, IDC boosted evaluation returns by pledging a donation to charity. This year, the company raised more than $3,000 for the American Diabetes Association.

IDC held its 36th annual Directions conference in the U.S. last month, and the indicators were clearly pointing up – way up – in terms of pre-registration, attendance, customer satisfaction and sales success.

The day-long conference in Boston and San Francisco featured 22 of IDC's top analysts giving their predictions about which IT vendors, products and technologies will succeed or fade and what the IT strategies of the future will be. The two events drew a record-breaking 2,392 attendees combined, with pre-registration far exceeding previous numbers.

Computerworld, *PC World* and *The Industry Standard* served as sponsors.

Directions 2001 focused on the elements of a "New Foundation" for businesses: the wireless Web, secu-

continued on page 5

BETH FREEDMAN

*IDC COO **Vicki Brown** met with Rich Kittle of Compaq during the post-conference reception in Boston.*

Latin America CW/IW product line meeting fosters regional excellence

Guests on the beach may have been sharing sunblock, but inside The Biltmore Hotel in Coral Gables, Fla., participants at the Latin American CW/IW Global Product Line Meeting were sharing ideas on what works and what doesn't in the print and online publishing world.

JON REKSTAD

Attendees at the CW/IW product line meeting in Miami could listen to presentations in either Spanish or English, thanks to a simultaneous translation service.

Among the 30 attendees from 12 Latin American *Computerworlds* and *InfoWorlds* were eight IDG business-unit leaders from Argentina, Brazil, Chile, Colombia, Costa Rica and the Caribbean, Ecuador, Peru and Venezuela, representing 14 Latin American publications. Other representatives came from Spain, Canada and the U.S.

"The overall mission [of the product line meetings] is to spread good business practices globally," said meeting organizer **Morten Hansen**, managing director of IDG Norway (the home of the CW/IW Global Product Support Center). "Success stories from various *InfoWorlds* and *Computerworlds* are evaluated face-to-face and spread to places with new windows of opportunity."

When not swapping good ideas at the two-day meeting held in late February, attendees also heard from presenters such as **Alan Guibord**, the new CEO of *Computerworld* U.S. who spoke on *CW*'s latest market strategies and **Rafael Roldan**, president of Ediworld, IDG's Ecuadoran partner, on circulation

continued on page 4

IDC's Telecoms Forum in Rome focuses on broadband technologies

IDC's third European Telecoms Forum, held Feb. 26-27 in Rome, drew more than 350 telecommunications professionals who convened to learn more about broadband technology and how the massive bandwidth capacity will transform e-business. Broadband includes digital subscriber lines, cable and fixed wireless connections.

Twelve corporate sponsors signed on for the event.

Representatives from major European telecom carriers joined the senior IDC analysts to discuss the future development of the market, address new ways to make profits now that connectivity costs have plummeted, and examine new technologies in a market dominated by alliances and mergers.

The IDC European Conference Group, based in Milan, organized the event, led by Project Manager **Francesca Dal Moro** and European Conference Group Manager **Miriam Cavalloni**.

Press releases issued from the forum may be found at http://emea.idc.com/forum/telecoms01/default.htm. For more information about the event contact **Alessia Cabib**, marketing manager for IDC European Forums, at acabib@idc.com.

*IDC Senior VP/Communications **Gigi Wang** talks to Jeremy Rifkin, president of the Foundation of Economic Trends. Both spoke at the Telecom Forum.*

MAURIZIO RICCARDI

*Group Vice President/Telecommunications **Mark Winther** was one of seven IDC speakers.*

A longer version of the article is available on www.idgworldupdate.com. WU

PC World Italia comes on strong in first quarter of 2001

PC World Italia achieved record sales of 104,489 copies in March. And according to IDG Italy Country Manager **Mario Toffoletti**, "this extraordinary result is just another of the important successes of the first fiscal quarter of 2001." *PC World* total circulation has grown in each successive month of the quarter: 86,300 in October; 98,837 in November; 98,917 in December; and 102,493 in January, 100,793 in February, 104,489 in March.

WINDOWS XP: LA NUOVA SCOMMESSA DI MICROSOFT
Lire 9.000
PC World
ITALIA
NEL CD-ROM
NETSCAPE 6.01 E PC CILLIN 7.5 IN VERSIONE COMPLETA
Potete ottenere di più dal vostro computer! Fatelo decollare con 40 trucchi hardware mai pubblicati prima
Turbo PC
Office a modo mio
Faccia a faccia
HARD DISK
Inchiesta
IN CERCA DI AFFARI
Internet
AL SICURO SUL WEB
In prova:
IDG

Advertising revenues in the first fiscal quarter of 2001 increased by 35% with respect to the same quarter of the previous year, while profits reached a record growth of 78% over the same period of 2000, he said. The November 2000 issue of *PC World Italia* beat all previous records concerning advertising revenues with 184 advertising pages sold.

PC World Italia confirms its growth in terms of market share. In the first fiscal quarter of 2001, the magazine's market share reached 24.7% compared with 18.2% in the corresponding quarter of 2000. The magazine's total number of advertising pages rose from 480 pages in the first quarter of 1999 to 555 in the first quarter of 2000.

"Throughout the Italian market," Toffoletti said, "all the professional PC periodicals, in particular Ziff Davis' *PC Professionale* and VNU's *PC Magazine*, are suffering as a result of the strong growth in sales and advertising of *PC World Italia*, which began four years ago when the magazine underwent an important overhaul."

That relaunch included a new trim size, new cover design, new logo, new internal design, new distributor for newsstand sales, new production calendar to ensure *PC World* arrives on the newsstand before all competitors, and a new reader-requested emphasis on advanced hardware and software tips and tricks, how-to articles and Internet coverage. As a result, *PC World Italia*, which is now in its 11th year of publication, is running neck and neck with *PC Professionale* in the battle for first place among the 10 PC titles in the Italian market.

Last month, Toffoletti, *PC World* Publisher **Paolo Galvani** and Ad Sales Director **Mauro Buccola** made a special presentation to customers and agencies outlining the publication's remarkable recent achievements and sharing plans for the publication's future.

For more information contact Marketing Manager **Daniela Pedrini** at daniela_pedrini@idg.it. WU

Short takes

ITworld.com President and CEO **Bill Reinstein** was featured in the March 15 *Folio* Special Report on "Publishing's Most Influential People." The annual list highlights 40 people who "innovate, show great entrepreneurial spirit, have transformed the industry or are just plain worth watching."

IDC Latin America is in the news more than ever before. In January the group logged 143 press mentions in Latin American publications, up from 30 in October 2000. IDC's biggest competitor in the region in terms of press mentions during January was Yankee Group with 30.

For the second consecutive period, ***PC World*** topped all other business and technology magazines in overall paid circulation, according to the Audit Bureau of Circulations Fas-Fax Report for the six months ending Dec. 31, 2000. *PC World's* total average paid circulation for that period was 1,265,443, ahead of *PC Magazine* by 37,081. In addition, when totaled, *PCW's* six newsstand issues in the period outsold *PC Magazine's* 10 issues by more than 40,000 copies.

business briefing

spotlight

Carolyn Wong *The editor-in-chief of JavaWorld offers an introduction to her publication. She may be reached at carolyn_wong@itworld.com.*

Q Can you explain what *JavaWorld* is and who it's for?

A An online-only publication, *JavaWorld* (www.javaworld.com) is a resource for seasoned and aspiring Java programmers. Since 1996, we have provided in-depth tutorials, expert advice, tips and tricks, community discussions and extensive reader guides and services. *JavaWorld* also keeps readers informed of the latest happenings in the Java marketplace through news and new-product articles and audio and text interviews with key members of the Java community. We post new content on the site weekly; however, Java-related news stories are added as they break, and Net News, featuring links to Java news articles on the Web, is updated three times a day.

We have more than 100,000 subscribers to our "JavaWorld This Week" e-mail newsletter, which informs readers of the latest articles on *JavaWorld*, and the Web site has more than 350,000 unique visitors a month. There are four *JavaWorld* staff editors and numerous freelance contributors.

Q How is an online publication similar to or different from a print publication? Why does *JavaWorld* work better online than in print?

A In terms of editorial structure, *JavaWorld* is very similar to a print magazine: Our weekly 'issues' include feature articles, opinion and technical columns, and news stories. However, as an online publication we don't have space limitations, so we can provide more content and more resources, and we consequently add much more value to our articles for our readers. For example, readers can cut and paste code from our articles, and we provide downloadable files of freely available source code that readers can use in their work. Readers can also offer feedback on articles or seek advice from our writers by visiting our community discussions. We include links to additional resources in every article. We also feature audio clips and can conduct online polls.

To supplement the articles, *JavaWorld* offers extensive reader guides and services: the Developer Tools Guide, a roundup of more than 1,000 tools; job listings; a tips index with more than 100 quick programming techniques; the Java Q&A catalog, with answers to our readers' toughest questions; Java Jumps, a list of links to other Java-related Websites; the JavaWorld/Flashline Component Guide, which includes a searchable database of Java components and a detailed comparison of application servers; the JavaWorld Book Catalog, featuring more than 2,000 Java-related titles; and the JavaWorld Topical Index, an easy way to search for articles by topic. We couldn't provide all of these reader guides and services if *JavaWorld* were a print magazine.

Q How do you and your staff interact with readers? Do readers' interests shape the editorial in any way?

A We receive a lot of e-mail from our readers asking our authors technical questions. We (the *JavaWorld* staff or our authors) respond to each of these e-mails either by answering their questions directly or by pointing them to our Java Forum, where other readers can also provide advice. That forum covers a broad range of topics: Java beginner issues, server-side Java, device programming, Java and XML, Java security and more.

This type of community interaction is beneficial to all participants, and it can definitely fuel article ideas. We recently published a pair of articles about "double-checked locking" and its inadequacies. The articles received enormous response, and the consequent discussions in our Java Forum have prompted us to publish a follow-up article. The Java Forum helps us to discover controversial subjects and hot topics and capitalize on opportunities for future articles.

Q Is there an optimum frequency for updating your site?

A The focus of our site isn't necessarily on news. The strength of our site is in the in-depth tutorials we provide. So while we post major Java news stories when they break and update our links to other Java news stories several times a day, we publish the majority of our articles weekly. All articles stay up on our home page for a month (but remain accessible in our archive thereafter). Because most of our tutorials are 2,000 to 3,000 words long, and we publish at least three tutorials a week (in addition to other articles), this gives our readers some time to revisit the site and catch up.

Q How do you make money? Do readers pay for your publication?

A *JavaWorld* is freely accessible and published by ITworld.com. Revenue for JavaWorld/ITworld.com comes from various sources: banner advertising, e-mail newsletter advertising, Web cast advertising, broadband content delivery, custom publishing projects, list rentals, service partnerships, recruitment advertising and more.

Java jargon

Java A programming language developed by Sun Microsystems, Inc.

Java components Reusable Java-based components used to build software applications.

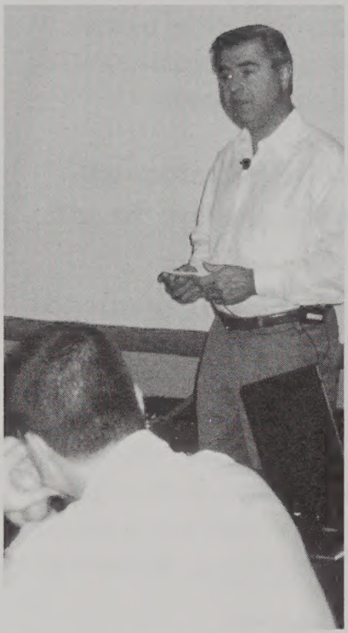
XML Extensible Markup Language. Whereas HTML is a markup language for formatting and displaying data, XML is a markup language used for data representation.

Device programming Application development for cell phones, hand-held devices and other mobile devices.

Double-checked locking A programming trick used to improve an application's performance.

CW/IW meeting

continued from page 1



Computerworld CEO ***Alan Guibord*** *shared plans for his company's new marketing strategy.*

techniques being used at *CW Ecuador*.

JobUniverse COO **Michael Freter** spoke on IDG's recruitment portal – now in 15 countries — focusing on areas such as the advantages of online recruitment and how to set up, market and maintain a JobUniverse Web site. "The Latin American countries don't have an online recruitment business yet, and JobUniverse is a great chance for them to enter this market," he said.

After emphasizing the importance of quality editorial content, **Paco Zabala**, IDG Spain country manager, discussed *Computerworld Espana*'s vendor-sponsored Users Club, which organizes meetings and conferences and publishes electronic newsletters for the publication's 100 most important readers. IDG Spain also puts together the annual Computerworld Awards in the spring, the Computerworld Conference attended by 250 of the nation's leading IT managers and four golf tournaments for readers around Spain.

"These are broad strokes organized under the CW umbrella," Zabala said. "We also publish supplements, bulletins, participate in trade shows, conferences, and radio and TV programs and our Web site at www.idg.es."

Other sessions covered the global market boom, mobile Internet products, editing for print and the Web, as well as speakers from the IDG News Service and IDG Global Communications.

The first CW/IW product line meeting was held in 1994, and meetings have been held two to three times a year since, although there was no product line meeting held in FY2000, which was a big learning experience, Hansen said. "We lost the interaction between people in the same product categories, not to mention the loss of any new ideas that might have been shared. We like to think that we have not had any meetings without a practical outcome in terms of ideas picked up and implemented by attendees." Some of these, he noted, have been new editorial pieces, new spin-offs, new revenue lines, and an expansion in Web activities.

The most recent CW/IW Product Line meeting was held last October in Oslo at the beginning of the fiscal year and drew 80 attendees from 18 countries, largely Europe and the U.S.

Still in the planning stages, the next CW/IW meeting is tentatively set for August/September in Singapore. For more details on the Miami meeting, go to www.computerworldsupportcenter.com.

Among the IDG managers at Latin American Exchange 2001 were (l-r) ***Ciro Villate****, director, Colombian partner Inviarco;* ***Rodrigo Barros****, director of marketing, Chilean partner Publicaciones en Computacion;* ***Claudiney Santos****, general manager, IDG Brazil;* ***Ruben Argento****, general manager, CW Comunicaciones, Argentina.*

IDG Global Solutions, IDC team up for Latin America Exchange 2001

Targeting one of the IT world's fastest growing regions, IDG Global Solutions (IGS) held its second annual Latin America Exchange 2001 the day before the Latin America Computerworld/Infoworld Global Product Line meeting in Miami in February.

The day-long event offered the 72 attendees – double that of last year — a chance to get the most current information on the Latin American market, discuss opportunities with nine local country experts and hear marketing strategies from market leaders such as IBM and AOL Latin America. Attendees ranged from IT vendors' senior marketers to media buyers and Latin American channel professionals.

Three speakers opened the day's conference segment. IGS President **Peter Mylchreest** addressed important new IT opportunities in Latin America by comparing the growth of the PC market in the region to that of the rest of the world. He predicted its low penetration of IT adoption to date can mean huge opportunities for IT vendors seeking a growth market. IDC Latin America Research Manager **Alex Manfrediz** spoke on IT investments and the latest regional market trends that show a stability in Latin American IT spending. Sergio Restrepo, director of marketing, IBM Latin America, showed how his company successfully implemented its marketing strategies in the area using a regional approach.

During the Interactive Seminar segment of the day, each participant had a chance to learn about national markets from one of 12 Latin American *Computerworld* managers present in a one-on-one format. Topics of discussion ranged from Print and Online to Branding and Media Competition.

Noted **Ekapat Chareonlarp**, IGS manager of marketing and research, "This was another successful joint marketing effort on the local level for the IGS office in Miami and IDC Latin America. IDC has successfully created an awareness of its research capabilities in the region among IGS clients, and this further positions IDG as a full-service media company. This event has even led to the discussion of more strategic partnerships between IDG Global Solutions and IDC Latin America, not only on the marketing level but also in other business development programs as well."

Nearly two months in the planning, the Latin America Exchange was coordinated by an IDG Global Solutions team made up of Chareonlarp; **Elba Intriago**, director of business development; **Norma Intriago**, director of international accounts; **Martha Becquer**, business development manager; and **Natalia Parales**, international account executive.

Get ready for the annual IDG Employee Opinion Survey!

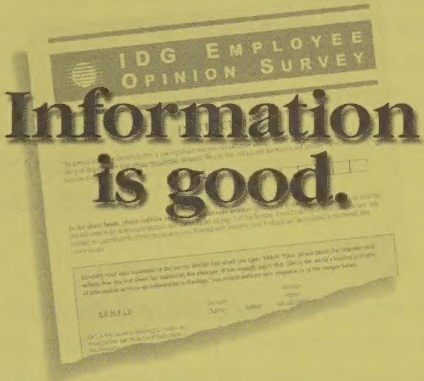
Survey distribution begins April 12
Completed surveys due May 3

What is it?

The opinion survey provides employees with the opportunity to anonymously provide their views in areas including IDG as a company, business unit image and leadership, work environment, job training, growth potential, management compensation/rewards/recognition and performance management.

How is it used?

Over the years, survey results have produced positive changes at the departmental, business unit and company-wide levels. Examples of recent benefit enhancements include: the 401(k) annual match, introduction of six new funds in the 401(k) Plan, improved vision benefits which include dependent coverage, increases to the vacation schedule, adoption assistance and new parenting benefits.



What do I do?

Employees are encouraged to fill out the survey thoughtfully and candidly. Anonymity is very carefully maintained to encourage employee candor. To further ensure confidentiality, employees send their completed surveys directly to Research Results, Inc., an independent tabulation firm.

Who looks at it?

Summary reports are supplied to IDG Corporate Human Resources, which then gives the reports and any additional analysis to IDG Chairman Pat McGovern and the IDG Executive Committee. After the committee reviews the data, the individual business unit presidents and their human resources representatives receive the data.

What happens at my business unit?

Business units are expected to share the survey results with employees at departmental meetings, providing a forum to further explore any issues raised in the summarized data. Each business unit is then asked to create an action plan outlining the three to five most critical issues to be worked on in the coming year. The items should be attainable, within the department's control and have a specific time frame for completion. Each employee of the department should have a copy of the plan and participate in seeing it through.

For additional information, contact your Human Resources representative.

Here's what IDG executives and managers say about the Employee Opinion Survey

"The employee opinion survey is one of the most valuable resources for getting information to management on areas of satisfaction and where improvement is needed. I encourage all employees to take time to provide this critical feedback to their management team. Feedback does make a difference."

Kelly Conlin
IDG President & CEO

IDG
Employee
Opinion
Survey
WORKING FOR YOU

"The employee responses collected in the IDG Employee Opinion Survey are used as the primary charter for determining the benefit initiatives throughout the year. Simply stated, the survey results drive change."

Cheryl Talamini
IDG Benefits Manager

"This survey is qualitative and quantitative proof of the morale of your team and what you need to do to make your environment as fulfilling as possible for them."

Evilee Thibeault
CEO and Publisher
Network World, Inc.

"For a company founded on research in 1964 and one that continues to spend millions of dollars each year researching the global information technology market, the IDG employee survey remains our company's most important annual research project. The concerted effort employees make to express what they think about IDG, and how we can make it an even better company, is IDG's directional compass."

Gary Beach
Group Publisher
CXO Media, Inc.

IDG

Week of April 2, 2001

Web Development Manager (CWI)

Computerworld is looking for someone to oversee an eclectic team of driven individuals. In this position you will work with a group of independent web developers and designers to grow into a mid-sized web design and development team without dulling the passion they have for their work. Can you give these renegades the space they need to grow while still herding them towards the goals they need to reach? The position requires excellent people skills, proven web development history as well as solid project management experience. This manager will oversee day-to-day staffing issues and resource allocation in a web development department, serve as primary technical contact for in-house clients and manage client expectations in terms of deliverables and dates. You should have a proven ability to assist in career development as you nurture/guide/mentor developers from a business/corporate point of view. There will always be opportunity to delve into some development efforts when necessary. Special Skills & Qualifications: Project management experience, especially in an interrupt driven environment. Management experience. Technically savvy. Web development/publishing experience helpful. Excellent organizational skills and people skills. Ability to be flexible while still driving towards goals. Must be ready to adapt to new challenges, technologies. Must be comfortable working in a UNIX environment. Should be aware of the following technologies: Oracle, Vignette StoryServer, Apache, VPN, Ultraseek/Inktomi search, Web Crossing. *Location: Framingham MA*

Contact: J. Snow, Email: **jennifer_snow@idg.com**

Financial Manager (CXO)

CXO Media Inc. is seeking a detail oriented, bottom-line focused Financial Manager to report to the CFO. This individual will maintain and enhance statistical reporting, close out P&L on a monthly basis, develop and maintain financial infrastructure and act as a liaison to corporate financial and divisional managers. The successful candidate will have the ability to juggle multiple tasks and work in a fast paced environment. This individual must have excellent organizational and interpersonal skills along with proven management experience. Finance or Accounting degree required with a minimum of 5 years financial management experience. Should be proficient in MS office and excel. Knowledge of Filemaker Pro and Lotus Notes a plus. *Location: Framingham MA*

Contact: B. Senges, Email: **beth_senges@idg.com**

Regional Sales Manager (GMG)

GamePro, the leading multiplatform gaming magazine & 4th largest male teen magazine in America, seeks a REGIONAL SALES MANAGER to run the activities for all print media properties of the GamePro brand. Responsibilities include increasing sales of a multi-million dollar territory, developing effective sales presentations & support tools, as well as creating advertiser promotions. Candidate must have exceptional communications skills, both oral & written. Must have extensive print media sales, be able to manage multiple tasks, & have superior presentation capabilities. Knowledge of the magazine publishing, video & computer games industry, or male teen-focused consumer products is highly desirable. Offers are based upon individual qualifications. There is no cap on the commission structure. ESOP, 401k, insurance benefits & training allowance provided. GamePro is an equal opportunity employer dedicated to workforce diversity.
Location: San Francisco CA

Contact: D. Faust, Email: **dfaust@gamepro.com**

Research Director/Manager for Analytic Applications (IDC)

The Worldwide Software Research Group is looking for a dynamic individual who is knowledgeable about business intelligence, business performance management, or analytic applications to assume a senior research position with the Data Warehousing program and as part of the Applications and Information Access team. This individual will be responsible for taking a leadership role in researching the market for analytic applications – packaged software that enables businesses to monitor, analyze, model and improve performance in specific areas: financial, CRM, and production/operations. The Data Warehousing/Information Access program at IDC is an established program with a large client base and diversified client deliverables, leveraging IDC's research industry leadership in establishing the analytic applications concept. The candidate must possess demonstrated writing abilities, solid communication skills, and strong qualitative and quantitative analytical skills. The candidate should have working experience with Excel. Knowledge of and experience with databases and statistical tools (such as SPSS) is preferred. The position requires 20% travel within/outside the US. *Location: Framingham MA*

Contact: D. Leone, Email: **dleone@idc.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Systems Administrator (IDC)

As part of a team, you will be partly responsible for the administration and management of IDC's interactive products Web sites. You will have direct responsibility for the daily maintenance and monitoring of these systems. A strong customer service attitude is essential. Experience required includes 5-7 years of systems and network administration in a complex, multi-server, multi-NOS environment. You are expected to be conversant in all systems aspects of IDC's customer Web environments. EXPERIENCE: ATG Dynamo iPlanet Oracle Web Trends Reporting Lotus Notes Administration Extensive NT knowledge. Proficiency with UNIX (preferably Solaris commands and utilities.) Project management. PERL and shell scripting for task automation. VBS and Java skills are a plus. Experience with networked/distributed computing environment concepts. Use technical and analytical skills and experience to resolve complex problems. Have experience with LAN, WAN, DNS, FTP and TCP/IP protocols. Version control processes and methodologies. Solid system/network administration background in installation, configuration, and setup of NT and Solaris servers.

Location: Framingham MA

Contact: D. Leone, Email: **dleone@idc.com**

E-Mail Newsletter Editor (NWI)

Network World is the leading source of network knowledge, helping network leaders design, deploy and manage the network infrastructure and e-commerce applications that drive business. Each week Network World delivers a publication and web site targeted to networking professionals. The magazine covers an extensive line up of product, service and industry news, news analysis, case studies, comparative product reviews, product tests, buyer's guides, expert opinions and management advice. Network World was named "Best Overall Trade Weekly" for 2000 by the Computer Press Awards. Network World is looking for an editor to help develop its fast-growing line of e-mail newsletters which contain news, analysis and opinion on a wide range of computing and networking topics. Responsibilities include editing copy, working with writers to improve content and suggest coverage, and working with copy editing and production to ensure smooth delivery of newsletters every week. The newsletter editor would also help to back up the online news editor, handling some daily online news for Network World Fusion. Candidates should have 3 to 5 years of journalism experience, proven editing and writing skills, strong knowledge of network technologies and the ability to juggle multiple tasks while meeting deadlines. *Location is negotiable (San Mateo, CA or Framingham MA)*

Contact: **hotjobs@nww.com**

Account Executive (NWI)

Network World is the leading source of network knowledge, helping network leaders design, deploy and manage the network infrastructure and e-commerce applications that drive business. Each week Network World delivers a publication and web site targeted to networking professionals. The magazine covers an extensive line up of product, service and industry news, news analysis, case studies, comparative product reviews, product tests, buyer's guides, expert opinions and management advice. Network World was named "Best Overall Trade Weekly" for 2000 by the Computer Press Awards. In this exciting opportunity, the selected candidate will gain valuable inside sales experience while discovering the world of advertising sales. This individual will be responsible for any one or combination of the following: prospecting for new clients, working in partnership with the District Sales Managers to seek opportunities and break new business, conducting research to discover previous untapped resources and closing sales. Job Specifications: Bachelor's Degree or related experience, excellent phone skills, ability to effectively make prospecting/cold calls, proven organizational and writing skills, computer skills including: word, Power point, Excel, database exp. a plus, ability to work in a fast-paced environment, individual must be able to work independently and as a member of the sales team. Prior sales, media or customer experience required; in a high tech environment a plus. This position is located in our *Paramus, NJ office.* Learn more at www.networkworld.com and www.nwfusion.com.

Contact: E. Cormier, Email: **ecormier@nww.com**

Account Manager (PCW)

PC WORLD, the leading technology publication, is looking for an Account Manager to set and execute sales strategy to maximize ad revenues and marketshare from major accounts in the New England territory. You will maintain key relationships, pursue new opportunities, and develop long-term partnerships with clients and agencies. Candidates must combine exceptional communication skills with creative sales techniques and consistent, professional customer support. A proven track record of fulfilling sales goals, solid contacts in the computer industry, and 3-5 years' print and/or .com ad sales experience required. This position will be based in *Framingham, MA.*

Contact: T. Karakitsios, Email: **thalia_karakitsios@pcworld.com**

Sales Associate (PCW)
PC World, the world's leading technology publication, is looking for an energetic administrative whiz to provide support to its Framingham-based sales team. Working with the Publisher and Account Managers, the Sales Associate will maintain sales files and databases; provide ongoing customer service to clients; conduct analyses on the competition; and provide general administrative and office support. Strong PC skills, including Word and Excel, and top-notch organizational and communication skills are required. Candidates must be professional, flexible, motivated to learn, and able to work well under pressure. Familiarity with publishing and/or advertising would be ideal. Lotus Notes and/or Powerpoint would be a plus. *Location: Framingham MA*
Contact: K. Coldwell, Email: **kate_coldwell@pcworld.com**

Billing and Collections Assistant (WEC)
IDG World Expo seeks a Billing and Collections Assistant. Responsibilities include contract data entry, invoice and monthly statement preparation, maintenance of Exhibitor files, collection activity through telephone contact and written correspondence. The ideal candidate will be detail oriented, have strong organizational, communication, and follow-through skills. Must also be computer literate with experience in databases and spreadsheets. Word processing a plus.
Location: Framingham MA
Contact: C. Cotter, Email: **cydney_cotter@idg.com**

Go to **http://careers.idg.com** to view all current job opportunities at IDG

IDC Directions

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IDG WORLD UPDATE

IDC showcased its "extreme research" advertising campaign via large banners throughout the conference halls. The ads are currently running in a variety of IDG and business publications in the U.S. and will be rolled out soon in Singapore, Latin America, Europe and Canada.

Directions takes off around globe

IDC offices around the world continue to roll out local versions of Directions 2001. For more details, go to www.idc.com/events.

April 12	Seoul
April 17	Tokyo
April 20	Malaysia
April 20	Singapore
April 26	Hong Kong
April 30	Taiwan
May 2	Sydney
Oct. 20	Mexico

BETH FREEDMAN

IDC President and CEO ***Kirk Campbell*** *talks to a client during the post-conference reception in Boston.*

rity software, appliances, appliance servers and xSPs (i.e., service providers of all stripes, such as content service providers, network service providers and systems infrastructure service providers). With an ever-growing array of new devices and technologies as well as new users, the worldwide IT industry will hit $1 trillion in revenue this year – a milestone IDC predicted several years ago. Despite a downturn this year, IDC remains optimistic about IT growth overall. The company predicts that the overall market will reach $1.4 trillion by 2004, representing growth in all major IT segments, with the segments listed above growing the most.

During breaks, attendees had a chance to view demonstrations of various IDC products and services. Customers got sneak previews of the next-generation IDC.com and had many favorable comments on its look/feel and functionality. The site is slated to debut in Q2 of this calendar year.

Following the analyst-led breakout sessions, attendees convened again for guest speakers MIT Professor of Management and Economics Lester Thurow (in Boston) and Xerox Corp. Chief Scientist John Seely Brown (in San Francisco).

Attendees were spurred on to submit their evaluation forms by IDC's pledge to contribute $5 to the American Diabetes Association (ADA) for every completed evaluation. This was the second year IDC tied the evaluations to a charitable cause, and the effort netted $3,015 to the ADA. One respondent wrote, "What a great idea! This is the first time I've handed in an evaluation for an event in years."

"From a sales perspective, this was our most successful Directions event ever in the U.S.," said Chief Operating Officer **Vicki Brown**, who delivered the opening remarks. "This year we did a lot of 'back-room' selling, with pre-arranged meetings between customers and prospects and IDC sales staff." IDC's Consulting group, for example, had the highest client turnout ever for their meetings.

"We're still counting the business from Directions, but it's easily seven figures," Brown added. "Most important, though, we continued to cement the strong customer relationships we've carefully forged for more than three decades."

For more information on Directions 2001, contact Vicki Brown at vbrown@idc.com. WU

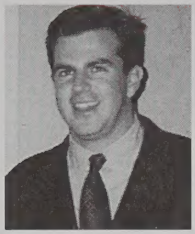
Coming up

Network Wold Global Product Line Meeting
April 9-11
Lisbon, Portugal
Contact: **Nancy Parquette**
nparquette@nww.com

Storage Networking World
(co-sponsored by Computerworld)
April 9-11
Marriott Desert Springs Resort
Palm Desert, Calif.
www.storagenetworkingworld.com

Roam
April 9-11
The Westin La Paloma
Tucson, Ariz.
www.thestandard.com/events

noteworthy people



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IDG WORLD UPDATE

Octavio

Promotions

CXO Media Copy Editor **Kathleen Carr** has been promoted to assistant managing editor, production, for both *Darwin* and *CIO*. "For several months now Kathleen has been working with the *Darwin* team, tracking issues, keeping deadlines in check, second-editing features, and first-editing specific sections of the magazine. During this time, she has also carried a full copy editing load for *CIO* and *Darwin*," said Managing Editor **Cheryl Asselin**. "She provides a sense of calm and control during some pretty frantic times. And she always manages to gently nudge while adhering firmly to the production schedule. This new role fits her perfectly. She'll have her hand in a lot of things, including tracking, communicating with the masses and editing. This is a great move for Kathleen, and an even better one for CXO Media."

InfoWorld recently announced two personnel changes to strengthen its advertising team. **Tom Grimshaw**, most recently senior vice president/Interactive at IDG Communications, has been named associate publisher and advertising director for InfoWorld's Eastern region. Earlier in his almost seven-year IDG career, he had been IW's director of Impact Marketing and Eastern ad director. "Tom is a very talented sales executive, and we welcome him back to further build and focus our integrated product strategy," said InfoWorld President and CEO **Bob Magnuson**. In addition, Eastern Advertising Director **Steve Martin** has been named advertising director, CTO and Strategic Accounts, exploring new CTO events and managing the sales efforts to further develop the new CTO magazine. "Steve is moving into a critical new role, taking advantage of his valuable relationships [with advertisers and agencies] in the greater New York market and his leadership contributions to our CTO initiatives," Magnuson said.

New employees

Circulation Operations Manager **Darcy Beach** comes to *Network World* from Experience, Inc., where she was circulation manager. She holds an associate's degree in business from Rhode Island Junior College and is nearing the completion of B.A. in business from Boston's Northeastern University. She enjoys walking, biking and reading.

Computerworld has hired **Jonathan Ufland** as a field marketing executive. He previously worked for his family's business, New England Color Laboratory, a professional photo finishing shop. He graduated from the University of Miami with a B.A. in accounting and earned an M.B.A. from Boston College's Carroll Graduate School of Management. He enjoys sports, exercise and dog walking.

Susan Cahill is *Computerworld's* new editorial graphics coordinator. She was previously a public relations and tourism intern with the Greater Boston Convention and Visitors Bureau, where she was rated Best Intern. She holds an associate's degree in communications from Becker College in Worcester, Mass., and a B.S. in communications/media from Fitchburg (Mass.) State College. She enjoys scrapbooking, scriptwriting and dancing.

Laurie Seymour is IDC Framingham's new research manager for xSP taxonomy. She was previously an industry and competitive analyst with Nortel Networks and holds a B.S. in business and human relations from Amber University in Dallas. Away from the office she enjoys motorcycling and swing dancing.

Maryanne Coughlin joins IDC in Framingham as group product manager in the eProducts group. She was previously a managing consultant with MarchFirst, an Internet consulting firm. She holds a B.A. in history and art history from Loyola College in Baltimore and an M.A. in modern European history from the University of Virginia in Charlottesville. She produced "The Duel," a short film that has won awards at film festivals in the U.S. and UK.

Application Developer **Bushra Khalid** comes to IDG Information Services in Framingham from H. M. Contracting in Bombay, India, where she was a staff accountant. She holds a chartered accountant's degree and an M.B.A. in management information systems from Bentley College in Waltham, Mass. Outside the office she enjoys playing with her 11-month-old son.

Transfers

Jasmine Sahney moves from her role as technical support representative with IDC's Interactive Products and Services group to the IDG Corporate Services Group where she will be an application developer. Prior to joining IDC she managed a family textile export business in Delhi, India, for two years. She holds a B.S. in computer science from Framingham (Mass.) State University, has a passion for the fashion industry and is learning to play golf.

IDG Central Services Facilities Coordinator **Rob Octavio** has joined *PC World's* production department in San Francisco as advertising traffic coordinator. "In Rob's past lives, he's worked in various capacities in the graphics arts industry, from owning his own screen printing business to promotions director of his canoe club," said *PCW* Senior Production Manager **Nancy Jonathans**. "Rob comes to us from Facilities, and we're pleased to find him in our own midst."

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23

Ursula Sauter *IDG Germany*

20

Helga de Gregori *IDG Germany*

17

Carlos Alberto Pereira *IDG Brazil*

16

Joachim Herbert *IDG Germany*
Maria Dolores Hermosell *IDG Spain*
Ramon Nacenta *IDG Spain*

15

Simone Fiedler *IDG Germany*

14

Patricia Sims *IDG List Services*
Stephen Tozeski *IDG List Services*
Magdalena Koch *IDG Germany*

13

Graca Sermoud *IDG Brazil*
Peter Gruber *IDG Germany*

12

Margarita Chiango *CXO Media*
Robert Sawdon *CXO Media*
Kirsten Hojrup *IDG Denmark*
Hiltrud Osterried *IDG Germany*
John Pickett *Laurentian Technomedia*

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Setsuro Tamai *IDG Japan*
Alessandro Degli Occhi *IDG Italy*
Yi Bing Ken Xie *IDC China*
Claudia Sans *IDG Argentina*
Susanne Kirmaier *IDG Germany*
Hans Koniges *IDG Germany*
Tony Picardi *IDC*

10

Barbara Sullivan *Network World*
Jill Spooner *IDG New Zealand*
Christoph Burkhart *IDG Germany*
Claudia Dudkin *IDG Germany*
Reinhold Harlacher *IDG Germany*
Ingrid Kurz *IDG Germany*
Lothar Miedel *IDG Germany*
Peter Leslie Townsend *IDG Germany*

9

Maggie Murphy *IDG*

8

Lisa Golden *IDG List Services*
Andre Angeles *InfoWorld*
Andrea Weinholz *IDG Germany*
Cynthia Banker *IDC*

7

Manubu Wada *IDG Japan*
Stephen Graham *IDC Canada*
Cheryl Toffel *IDC*
Gisela Wilson *IDC*

6

Kerry Dodds *IDG New Zealand*
Martin Chau *IDC Hong Kong*
Madeleine Bonk *IDG Germany*
Sebastian Hirsch *IDG Germany*
Christian Meyer *IDG Germany*
Sheila Tan *Computerworld Singapore*
Robert Gray *IDC*

5

Leslie Piper *PC World*
Sheila Barcellos *IDG Brazil*
Petra Rammelsberger *IDG Germany*
Kek Li Peng *Computerworld Singapore*
Petya Lukasheva *IDG Bulgaria*
Carolyn April *InfoWorld*

4

Kimiko Niwa *IDG Japan*
Jarmila Frejtichova *IDG Czech*
Jaroslava Janatova *IDG Czech*
Elisa Della Rocco *Network World*
Kevin Krull *IDG*
Kurt Strebel *IDG Switzerland*
Parit Shah *IDG U.K.*
Simone de Bruin *IDC Benelux*
Birgit Nonboe *IDG Denmark*
Solange Ciavatta *IDG Brazil*
Andreas Koschinsky *IDG Germany*
Mior Azhar *Computerworld Malaysia*

3

Andy Antioquia *IDG Central Services*
Jane Jordan *IDG*
Lois Brennan *IDG Communications*
Lori Pardy *IDG List Services*
Nathan Don *IDG Communications*
Suzanne Gray *IDG*
Cynthia Petrillo *IDG*
Eugenie Brown *ITworld.com*
Davina Yeo *IDC Singapore*
Kim Wilken *IDG Denmark*
Sidsel Jorgensen *IDG Denmark*
Mariano Santile *IDG Argentina*
Gunnar Lott *IDG Germany*
Ralf Kreuzer *IDG Germany*
Ronald Wiltscheck *IDG Germany*
Peter Muller *IDG Germany*
Koji Moriya *IDC Japan*
Kuniko Takahashi *IDC Japan*
Christine Kelemen *Laurentian Technomedia*

2

Maria McGrath *Computerworld*
John O'Malley *IDG Global Solutions*
Kathryn Bowden *IDG Australia*
Ari Davidow *ITworld.com*
Mads Cordt Andersen *IDG Denmark*
Jeppe Hogh Andersen *IDG Denmark*
Mette Sand *IDG Denmark*
Daniel dos Santos *IDG Brazil*
Claudia Heinelt *IDG Germany*
Sandra Berger *IDG Germany*
Petra Loroff *IDG Germany*
Silvia Sprenger *IDG Germany*
Frank Heublein *IDG Germany*
Jorg Thoma *IDG Germany*
Jutta Rauch *IDG Germany*
Linda Tan *Computerworld Singapore*
James King *Laurentian Technomedia*
Jacquie Wood *IDC U.K.*

1

Cheryl Hill *Network World*
Lee Pender *CXO Media*
Agam Shah *IDG News Service*
Hansi Voigt *IDG Switzerland*
Claire Munro *IDG New Zealand*
Sarva Kananur *ITworld.com*
John Patrick Richards *InfoWorld*
Diego Macciardi *IDG Italy*
Lia Pitarresi *IDG Italy*
Puni Rajah *IDG Singapore*
Caron Harrison *IDG Singapore*
Mi-Nam Lee *IDC Korea*
Emerson Duarte Gibin *IDC Brazil*
Jayr de Andrade Pimentel Neto *IDC Brazil*
Birgitte Raldorf *IDG Denmark*
Lisbeth Wistisen *IDG Denmark*
Rie Egeskov Jensen *IDG Denmark*
Tina Magalhaes *IDG Brazil*
Robert Gammel *IDG Germany*
Daniela Wirth *IDG Germany*
Chritiane Ebner *IDG Germany*
Daniela Kothe *IDG Germany*
Petra Maria Schmitz *IDG Germany*
Holger Scherff *IDG Germany*
Andreas Mallin *IDG Germany*
Rita Sfeir *IDC U.K.*
Leo Lipis *IDC*
Paul Bugala *IDC*
Robert Mahowald *IDC*
Celine Clavreuil *IDC U.K.*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!

Name
Reinelle Hicks

Home
Plano, Texas

Originally joined InfoWorld
August 3, 1987 as a Sales Assistant

Career path
Sales Assistant for one year, Account Executive for one year handling the Midwest and Texas region, District Manager for 18 months handling the Midwest and Texas region, Regional Manager for nine years handling various territories, but mainly focusing on the Texas territory. Ad Director for one year managing the Central region, which includes the Atlanta, Chicago, Dallas and Irvine offices.

Current title, what job involves
Central Advertising Director. Work with four offices around the country managing, training and assisting in advertising sales for InfoWorld.

Best part of your job
Hearing a very excited sales rep make the sale!

Latest accomplishment
Became an American citizen last month. (Originally I was a Belgian citizen.)

Career highlight
Since I've been in the computer industry since '82, I've had the opportunity to work directly with individuals like Rod Canion, Michael Dell, Stewart Alsop, Bob Metcalfe and Eric Hippeau.

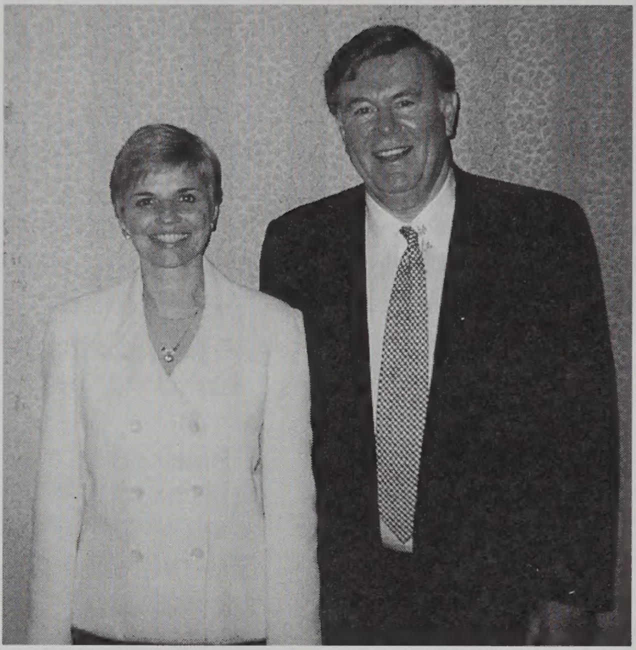
Memorable moment at work?
In October 1987 InfoWorld launched a large event in Dallas during the NetWorld show. That Monday evening was "Black Monday." The publisher, Eric Hippeau, and the editor-in-chief, Michael Miller, were stunned at the low turnout, yet three key customers did arrive. These customers ended up spending between $500,000 and $1 million each over the following year.

What's kept you at IDG for 10 years?
IDG has the ability to change and keep abreast of the market. This provides a fertile environment for learning.

Best piece of advice you've ever received?
My mother taught me to "Learn something new every day and you'll never grow old."

Interests outside the office
Family, boating and traveling.

What ability do you wish you had?
Speak at least 10 languages.



*IDG Chairman **Pat McGovern** escorted InfoWorld's **Reinelle Hicks** to dinner at the Four Seasons Hotel's Cafe on the Green in Irving, Texas, in honor of her years of service to the company.*

Family
My husband Ron and I have three grown sons: Shannon, Brandon and Jason.

Of what accomplishment at work are you most proud?
Selling InfoWorld to Michael Dell in August 1985. He and his assistant, Kay Banda, were my main contacts for about one year. At the time, I worked for the rep firm in Houston that handled InfoWorld before the publication had a separate sales force. I worked for this company for two years so I've actually been selling InfoWorld for close to 16 years!

First job
Professional ballet dancer (for about a year before I decided to go to college).

Favorite vacation spot?
Galveston, Texas, and Iceland

What others can't tell just by looking at me
I'm a grandmother.

If you won the lottery tomorrow, you would
Buy a marina on the Texas coast, charter fishing boats and run the business.

Manager's profile
"When I arrived at InfoWorld last November, Reinelle was one of the first managers I spent time with. I immediately was impressed with her depth of knowledge of the IT space and her broad experience. She knows her business and her customers better than anyone I had worked with. She is the kind of professional who makes me proud to be associated with InfoWorld and IDG."

Bob Magnuson, president and CEO, InfoWorld

and finally.

Site of the month

Competia Express

www.competia.com/express

Links associated with 23 industries -- including computer, publishing, semiconductor, software and telecommunications -- connect users with related association groups, online magazines, company information, technical intelligence, daily industry news and more.
Competia also offers a full custom research bookmark service that is specifically tailored to users' requirements.

Thanks to IDC Library Director **Merrill Walsh**, who selects sites for the IDC Monthly Highlights.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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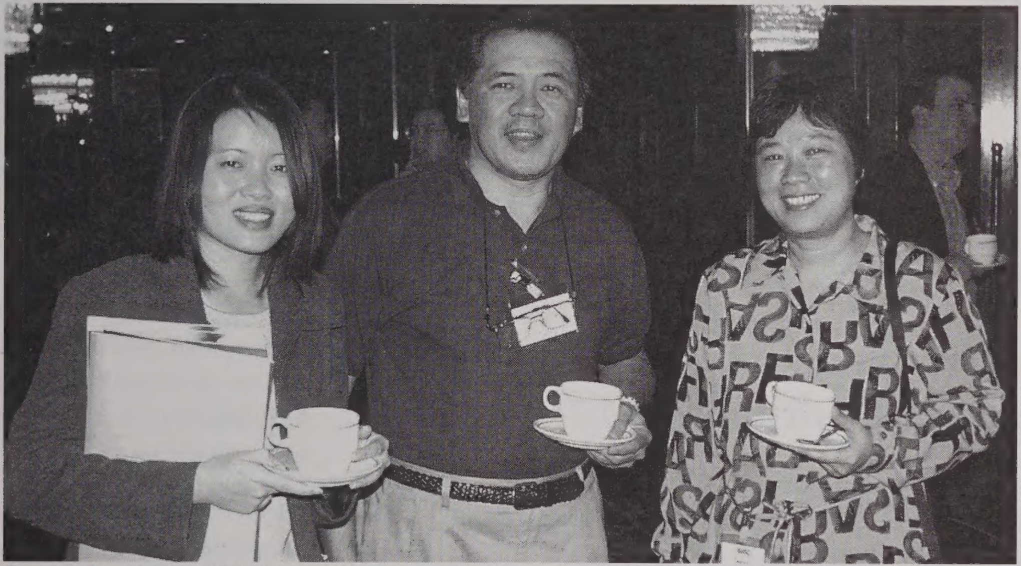
Second Asia Pacific Online Meeting attracts an international crowd

140 attendees flock to Beijing to discuss Web editorial, technical, sales and business issues



From left: **Lorraine Lim**, IDG Singapore; **Willie Chua**, WS Computer Publishing (Philippines); and **Jane Leong**, PC World Singapore were among those gathered in Beijing last month to explore Web-related issues with colleagues from the region.

LISA VAN DER KAMP

More than 140 people attended the second Asia Pacific Online Meeting in Beijing March 5-7, making it the largest gathering ever hosted by the Global Web Support Center (GWSC). Attendees and speakers came from 11 different countries, including Europe, the U.S., and around the Asia Pacific region.

Since more than 100 attendees came from IDG business units in China, all of the meeting sessions were delivered simultaneously in both Chinese and English. "Organizing a meeting in two languages was certainly a logistical challenge, but it was also very interesting at the same time, and a good reminder that IDG is truly a worldwide company," said **Mark Evans**, GWSC's director for Asia Pacific. "We had translators in soundproof booths at the back of the meeting, and all the attendees wore headsets — it was like a United Nations conference."

There were sessions on a wide variety of topics, ranging from editorial issues, to technical, sales, marketing and business development issues.

continued on page 4

IDG launches Chinese edition of *The Industry Standard*

The name and language may be different, but it's still *The Industry Standard* brand. After three months in development, IDG China Co., Ltd., last month launched the Chinese-language *Digital Fortune* with an initial circulation of 60,000 copies.

"The Chinese translation of 'the industry standard' means a technical benchmark measurement, therefore we created a new name to accurately reflect the spirit of the magazine," said **Hugo Shong**, president of IDG China, the publishing arm of which, IDG Communications, will produce *Digital Fortune*. Shong noted that *The Industry Standard* logo is printed prominently on the cover "so nobody will doubt that it's the [Chinese] edition of *The Industry Standard*."

A staff of 16, led by Editor-in-Chief **Chen Lihui**, produced the first edition of the biweekly, which ran 80 pages, 20 of which were ads, from companies ranging from IBM and Compaq to Volkswagen. An issue costs US$1.40 on the newsstand. Shong said *Digital Fortune* would use editorial from its U.S. parent publication, translated and edited for the local market. Its local competition includes Chinese versions of *Business Week*, *Fortune* and *Internet Weekly*.

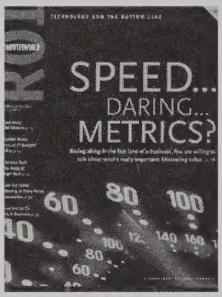
"The Chinese Internet economy is thriving — although affected by the cooling in the U.S. Internet arena — and is a prime market for *The Standard*'s coverage of this rapidly evolving sector," Shong said. "We see tremendous potential in the Chinese market." *Digital Fortune*'s launch party drew 200 attendees, ranging from venture capitalists to investment bankers, Internet company executives and networking vendors.

Digital Fortune is the 18th IDG title published in China. Its Web site, www.digitalfortune.com.cn, is IDG China's eighth. *The Industry Standard* also has local editions in the U.K., Australia, Brazil, Korea, Norway, Poland, Sweden and Switzerland. WU

in brief newsworthy

Computerworld launches bimonthly ROI supplement

Computerworld introduced a bimonthly supplement in March that focuses on information technology payback. *Computerworld ROI*'s target readers are senior executives and business strategists who play a leadership role in explaining and justifying technology choices to fellow executives. ROI stories provide jargon-free practical examples of how companies are accelerating technology payback measured in business terms, such as decreased operating costs or increased inventory turns, rather than technology terms, such as faster data speeds.



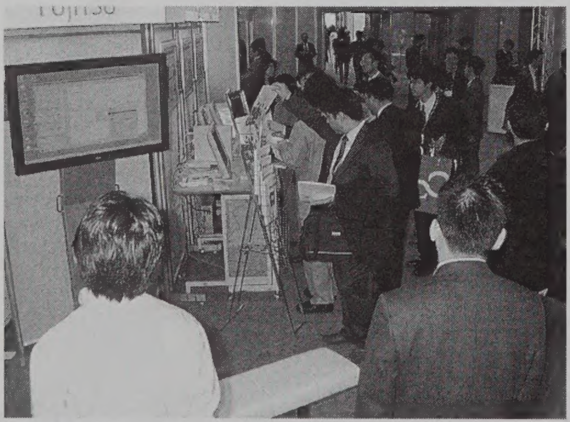
Computerworld ROI is separately bound and delivered to all 250,000 *CW* readers in a polybag; the first issue had 44 pages, 11 of which were ad pages. Under the direction of Executive Editor **Julia King**, the next issue will run in the May/June timeframe.

For details go to www.computerworld.com/roi. WU

IDG Japan combines demos and conferences at the first UML Forum

Software engineers, consultants and corporate users who wanted to learn more about Unified Modeling Language (UML) flocked to the first UML Forum/Tokyo, held March 21-22.

IDG Japan organized the event in cooperation with OMG Japan, an arm of the U.S.-based Object Management Group, which is devoted to promoting computer interoperability, and the Consortium for Business Object Promotion. The forum was created to promote the standard modeling language and contribute to a more efficient software development process.



Some of the more than 2,000 attendees gather around the Fujitsu exhibit area at UML Forum/Tokyo.

The 2,168 attendees could choose from 48 conference sessions – a mix of paid and free programs – and five speeches from UML experts, some of whom attracted standing-room-only crowds. Dr. Ivar Jacobson of Rational Software Co., one of the developers of UML, was among the presenters.

In the demonstration area, 16 OMG-member and non-member companies exhibited products and services using UML-related technologies.

For more details contact Executive Director/IT Forum Marketing **Toshiro Nishihara** at tnishihara@idg.co.jp. For a list of upcoming IDG Japan events go to www.idg.co.jp/expo/index.html. WU

IDG Bulgaria forum capitalizes on changes in rules governing IT in insurance, pension funds

IDG Bulgaria Managing Director ***Tatiana Hinova*** *welcomes attendees to the company's latest addition to its lineup of vertical market forums.*

IDG Bulgaria continues to expand its portfolio of vertical market executive forums with the launch of Information Technologies for Insurance Companies and Pension Funds, a one-day event that attracted 150 senior-level executives including the chairmen of The Bulgarian Insurers Association and the Association of Pension Insurance Companies.

Timed to coincide with recently enacted legislation regarding the use of technology in these two industries, the forum's importance was underscored by the participation of Bulgaria's Minister of Social Policy Ivan Neikov, who delivered the opening address.

The day consisted of a series of presentations from both the user and vendor side of the aisle. A total of 10 executives representing the insurance company and pension fund markets discussed the challenges and goals they faced in more closely integrating IT into their businesses especially concerning security, large data administration and use of the Internet. In addition, representatives from the event's three sponsors — Xerox, Global One and Citrix — discussed their companies' specific solutions for these two vertical markets.

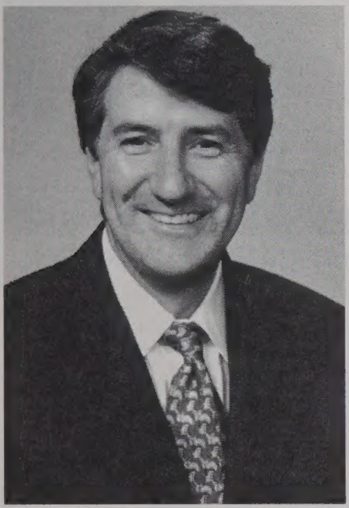
The forum was met with such enthusiasm that Minister Neikov called for it to become an annual event.

IDG Bulgaria's other vertical market forums include the e-Defense Forum, the e-Banking Forum and e-Government. In addition to generating an added source of revenue, "with these forums IDG Bulgaria is rendering a valuable service in bringing together various IT users with the top IT providers thereby facilitating and encouraging IT market growth," said Managing Director **Tatiana Hinova**.

For more information contact Sales Manager **Yanka Petrovska** at yanka_petrovska@idg.bg. WU

executive Q and A

Kelly Conlin
The president and CEO of IDG is this week's columnist.



"As one investment banker told us, he has rarely seen such a disconnect between public market value and underlying asset value as he saw in Hungry Minds."

Q Can you tell us any more about last month's announcement from Hungry Minds [previously IDG Books] that it is exploring various avenues for enhancing the value of its stock? The announcement said that among the options it is considering is a possible sale of the company.

A The Hungry Minds board of directors has long believed that the company was undervalued as a public entity, despite many quarters of achieving record growth and exceeding analyst estimates. As one investment banker told us, he has rarely seen such a disconnect between public market value and underlying asset value as he saw in Hungry Minds. Therefore, the Hungry Minds management team has for some time been reviewing the available options for addressing this valuation gap.

From an operating perspective, these last two quarters have brought on a sudden reversal of the company's historic levels of revenue and profit growth. This was caused by a number of factors, including a very slow retail environment, an abnormally high return rate and a number of retail chains closing or consolidating. Because of the debt service the company took on to acquire the Macmillan General Reference assets, the deterioration in the bottom line from this slowdown has dramatically impacted the company's debt covenants and strained its working capital.

This situation — an undervalued public company with an unsustainable debt load — led the Hungry Minds board to consider a transaction to address these issues. Given the requirements of a public company to serve the interests of all shareholders, [Hungry Minds President and CEO] **John Kilcullen** and the Hungry Minds management team recommend that the fairest way to undertake a transaction is to review all available options, including a sale of the company. This recommendation was accepted by the Hungry Minds board late last month.

As the largest shareholder of Hungry Minds, IDG stands to benefit the most from achieving the highest value for the company. As stewards of IDG's ESOP and ISOP programs, the IDG Board of Directors endorses the decision by the Hungry Minds board to maximize the value for the benefit of all shareholders.

As you know, Hungry Minds has actively diversified beyond IDG's core mission, particularly in its recent acquisitions of titles such as Betty Crocker cookbooks, Frommer's travel guides, Webster's dictionaries, Weight Watchers diet guides and other titles that may provide a better fit with a company that has book industry economies of scale and a mission focused on the broad book industry.

IDG retains its options during this process, including acquiring the shares it does not own, divesting all of its shares, partnering with a potential buyer — whatever serves the best interests of IDG's shareholders.

Q I read that many top IT-related companies such as Ziff-Davis, Gartner Group and WashingtonPost.Newsweek Interactive, have agreed to form the Internet Measurement Initiative (IMI) to address issues surrounding Internet audience measurement. Why wasn't IDG in on the ground floor of this group's creation?

A This is a group that was originally called FAST, of which IDG was a member. It was taken over by a commercial group (Radiate) and called the RIR (Radiate Initiative Roundtable). Recently, Radiate decided to turn it back into a stand-alone group (IMI). We will continue to monitor their progress through our own relationships and through DoubleClick (a member of IMI). Since NetRatings is a member of this group, I wouldn't expect any radical changes that would affect their standing in the market. In other words, their focus is likely to be panel-based.

IDG recognizes that current counting methodologies fall far short of what is needed to get a true idea of user activity on the Internet. As a matter of fact, the 1x1 pixel project that we are currently running across 80% of IDG sites worldwide is among the most accurate measurement of page views and unique users available today. It utilizes DoubleClick's strong cache and spider-busting technologies to track the activity of individual browsers to give a true count of usage on all of our sites. This allows us to confidently see total numbers of unique users and page views on IDG sites throughout the world and also de-duplicate those numbers into a global number for IDG. In contrast, Media Metrix and Net Ratings data has proven to be off by as much as 200% in some cases.

Of course, we also recognize that even though IDG Pixel is an extremely accurate measurement, it is difficult to compare apples to apples if there is not a significant number of other publishers using similar technologies. This is why IDG has relationships with companies like Media Metrix, NetRatings and PC Data and has, through our partners like DoubleClick, a relationship with groups such as IMI. Furthermore, we have been and will continue to be involved in any industry activities that promote more accurate counting methodologies.

Online meeting

continued from page 1

North American Online meeting set for June in NY

"Monetizing Your Web Site" will be the theme of the next North American Online Meeting to be held June 24-27 in New York.

IDG employees working in any online-related discipline (technical development, sales, editorial, marketing, etc.) are welcome to attend.

The keynote speakers will be **Rich Marino**, recently named CEO of Standard Media International and previously president/CEO of PC World; and Kevin Ryan, CEO of DoubleClick.

Registration and the preliminary agenda can be found on the GWSC Web site (www.supportcenter.com). It's not too late to suggest topics or volunteer to lead a session. Contact GWSC North American Representative **Erin Wayman** at erin_wayman@idg.com.

The conference started with a keynote address from John Beeston, the News Director for CNN.com Asia Pacific. Beeston talked about the changing roles of online journalists and how the next phase of the Internet related to news is mobile, wireless, broadband and interactive. He described how CNN journalists are now dispatched into the field with digital audio, digital video and notebooks equipped with editing software, in order to file stories in a range of multimedia formats. "The interesting challenge for us has been not only to get the best out of the new technology but to get people from TV and the Internet working as one team rather than as competitors," Beeston said.

There were a number of speakers from all over the world from within IDG as well as from partner companies. IDG participants included:

- **Matt McGarvey** (IDC Beijing) who gave a round-up of Internet-related activity in the Asia Pacific region and made some predictions as to where things are heading.

- **Andrew Eisner** (*PC World* U.S.) who gave presentations on what works editorially for PC World.com and the workflow processes involved in publishing its online content.

- **Frank Quinn** (ComputerScope Ireland) who presented a session on "Kosmos," the content management and publishing solution behind the recently relaunched ComputerScope Web sites, and also spoke about building Web site content through partnerships with companies such as search and directory Web sites.

Ernest Luk *of IDG Hong Kong talks to a group of colleagues from IDG's Beijing-based publications.*

LISA VAN DER KAMP

- Mark Evans (GWSC) who delivered an introduction to XML for non-technical people and presented a session on IDGML, IDG's XML initiative that is in the testing stage.

- **Bruce Buckman** (IDG New Zealand) who delivered a session of design tips and tricks for creating user-friendly and successful Web sites (see sidebar on p. 5).

- **Ernest Luk** (IDG Hong Kong) and **Erin Wayman** (GWSC) who presented a session on defining and understanding your audience using Web log analysis tools.

Gerd Mittmann *from JobUniverse in Germany and* **Sachiko Nishihara** *from IDG Japan.*

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- **Gerd Mittmann** (IDG Germany) who presented a session on the global online recruitment market and also held a half-day workshop for business units looking to join the JobUniverse initiative.

- **Jeff Julian** (IDG.net) who talked about syndication opportunities. He noted that IDG.net can help IDG Web sites resell their content through either local partnerships (search and directory sites, large telecom portals, large technology advertising clients) or global syndicators (companies such as iSyndicate or Screaming Media), or IDG sites can resell their content directly.

- **Paul Molenaar** (IDG Netherlands and GWSC) presented sessions on attracting high-volume traffic with a consumer search-engine, Vindex, which was developed by IDG Netherlands (see www.vindex.nl). IDG New Zealand is licensing the product and has renamed it Searchnow (www.searchnow.co.nz).

- **Stephen Lawson** and **David Hill** (IDG Publishing Services) who presented a session on the IDG News Service and also held a half-day editorial workshop session for Chinese attendees that focused on a wide variety of editorial issues common to publications worldwide, such as advertiser pressure, handling of press releases, writing better headlines, managing sources and motivating staff.

- **Kerry Dodds** (IDG New Zealand), **Ben Gerholt** (IDG Australia), **Lorraine Lim** (IDG Singapore) and **Sachiko Nishihara** (IDG Japan) who all delivered case studies from their respective business units for the sales and marketing sessions.

- **Sun Ding** (China Computerworld Net) who presented a session on how China Computerworld Net knowledge-management applies knowledge management techniques to the classification of content

continued next page

Online Ad Sales Director (STA)

The Standard has an excellent opportunity for a highly motivated On-line Ad Sales Director to lead our on-line Ad Sales team from the San Francisco office. This person will be responsible for the sales of all online products including TheStandard.com, The Standard's twenty plus email newsletter products and all wireless products for The Standard. The Director will develop and implement sales strategies, tactical sales plans, and programs to achieve target revenue goals. Ideal candidates will have at least two years of experiencing managing an advertising sales team and at least one year of direct online advertising sales experience. Sales experience in the Technology, Business, and/or Finance category is preferred.
Location: San Francisco CA
Contact: Email: **armaityp@thestandard.com**

Western Advertising Director (PCW)

PC World is looking for an Advertising Director to personally sell, lead a team of sales professionals, and maximize print and online advertising revenue from clients in the Western U.S. He/she will identify and target top potential clients, will personally manage and close key accounts, and will direct the regional sales staff in the systematic execution of sales calls, management of accounts, development of proposals and contracts, and closing of signed deals. The Western AD will accurately forecast revenues and will be responsible for recruiting, training, and managing account executives and administrative staff. Candidates should combine at least eight years of sales experience in this industry --including managing a team of sales professionals-- with a strong record of sales performance. He/she should combine extensive experience successfully selling both print and online media to technology-focused accounts and agencies as well as general advertisers. A thorough understanding of research sources, methods and tools, a sound grasp of financials, proven success structuring and managing complex combination ad buys, and the ability to write, speak and present clearly and persuasively is essential. Candidates should have demonstrated skill at recruiting, training, coaching and motivating staff. Travel within his/her region is expected and required. *Location: Irvine, Los Angeles or San Francisco, CA*
Contact: R. Willoughby, Email: **richard_willoughby@pcworld.com**

Applications Developer (IDC)

Role Description: Applications developer assigned to the Sage project to stabilize and extend the product Specific responsibilities, deliverables, clients: Work with the Sage development team to deliver a product that achieves the goals of the project. Skills and professional background: BS degree in CS. Masters' degree preferred. 2-4 Years Java development 3-5 years relational database technology Very nice to have – ATG Dynamo Experience building eCommerce web sites. Recent Experience with HTML, XML, Java (J2EE), EJB, FTP, Object Modeling. *Location: Framingham MA*
Contact: Email: **idc_jobs@idc.com**

Marketing Programs Manager (IDC)

The ideal candidate for this position will be a dynamic, assertive and communicative professional with 5-7 years of diverse experience including direct marketing as well as marketing communications experience. This person will focus on marketing IDC's Communications suite of products. Responsibilities include working with a team of high-profile market analysts to develop strategies to sell individual reports and CIS programs as well as generating leads that convert into new business. This person will be responsible for translating technical ideas into compelling marketing messages, developing targeted prospect lists (including a press database), and creating the strategy for new direct mail and marketing campaigns. Strong organizational, communication, and promotional writing skills needed. A working knowledge of PowerPoint, Microsoft Word and Excel is expected. *Location: Framingham MA*
Contact: Email: **idc_jobs@idc.com**

Go to **http://careers.idg.com** to view all current job opportunities at IDG

Marketing Programs Manager, Communications (IDC)

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Contact: Email: **ecole@idc.com**

Web Production Assistant (IGS)

IDG Global Communications, a division of International Data Group, the world's leading technology, media, research and exposition company is seeking a qualified individual for the following position: Web Production Assistant Duties: The individual in this position will assist with maintaining and posting information on all supported websites. Primary responsibilities include content management of various web applications. This involves posting content, scanning ad images, data entry and creating web graphics as needed. Additional responsibilities include creating, posting and analyzing website log files. The individual will also provide support to the development staff as needed. Qualifications: 2-3 years experience using Windows 95/98/NT and Macintosh System 8. At least 1-2 years experience with PDF, FTP, Dreamweaver, Photoshop, Netscape Navigator, Internet Explorer, Lotus Notes, and Microsoft Office 2000 (not all programs are required). In addition, strong web skills are desired, including the ability to navigate through websites, download graphics/files and record URLs. Also desired are strong typing and data entry skills and an understanding of database structure and management. Experience with multimedia and web authoring tools is a plus. This position requires a self-starter with excellent customer services skills, proven written and oral communication skills, attention to detail and the ability to follow instructions. *Location: San Mateo CA*
Contact: D. Garza, Email: **diana_garza@idg.com**

Market Research Analyst (CXO)

The primary focus of this position will be IT market analysis. You will also be responsible for providing RFP and syndicated research support for CXO Media's west-coast territory, management of Harvey studies, competitive analysis, and managing research vendor relationships. This role also includes project leadership in the creation of customer Extranets, the care and feeding of the Marketing Research microsite on the Sales Intranet, and managing selected research programs from beginning to end. This position reports to the Director of Marketing Research. Ideal candidates will have a customer service orientation, strong writing and analytical skills. Proficiency in MS Excel, MS Word, and MS PowerPoint, and 4+ years of research and/or marketing experience, preferably within a publishing environment. Experience with syndicated research a plus. Location: Framingham MA
Contact: T. Gump, Email: **tanya_gump@idg.com**

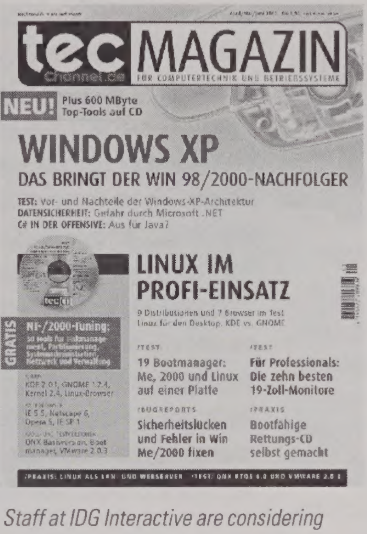
Go to **http://careers.idg.com** to view all current job opportunities at IDG

Special pre-CeBIT print version of Webzine boosts site traffic

IDG Interactive Verlag gave a big offline boost to its online product tecChannel.de last month by producing a special print edition of the Webzine for technically oriented computer and communications professionals.

The 164-page, magazine-size issue included news, findings from tecChannel's own test center and background reports on products, operating systems, hardware and trends from all segments of the IT and communications industries. Just before the mega-computer event CeBIT opened in mid-March, 120,000 copies of *tecMagazin* went on the newsstands, with another 29,000 copies reserved for marketing promotions and another 1,000 given to targeted CeBIT attendees.

The editorial team of tecChannel.de produced the issue, its first time working collaboratively on a print publication.


tec channel.de
MAGAZIN
FÜR COMPUTERTECHNIK UND BETRIEBSSYSTEME
NEU! Plus 600 MByte Top-Tools auf CD
WINDOWS XP
DAS BRINGT DER WIN 98/2000-NACHFOLGER
TEST: Vor- und Nachteile der Windows-XP-Architektur
DATENSICHERHEIT: Gefahr durch Microsoft .NET
C# IN DER OFFENSIVE: Aus für Java?
LINUX IM PROFI-EINSATZ
9 Distributionen und 7 Browser im Test
Linux für den Desktop, KDE vs. GNOME
GRATIS
NT-/2000-Tuning:
KDE 2.01, GNOME 1.2.4, Kernel 2.4, Linux-Browser
IE 5.5, Netscape 6, Opera 5, IE SP 1
QNX Basisversion, Bootmanager, VMware 2.0.3
19 Bootmanager: Me, 2000 und Linux auf einer Platte
Für Professionals: Die zehn besten 19-Zoll-Monitore
Sicherheitslücken und Fehler in Win Me/2000 fixen
Bootfähige Rettungs-CD selbst gemacht

Staff at IDG Interactive are considering whether to produce another special print version of their Webzine.

TecChannel reported significantly more traffic on its site in the 10 days following the special issue's publication. In March, www.tecchannel.de logged 807,651 visits and more than 4 million page impressions.

Industry and reader reaction to the special issues has been positive, said IDG Interactive Publishing Manager **Stephan Scherzer**. Visitors on tecChannel.de could provide feedback about the magazine via an online questionnaire (www.tecChannel.de/tecMagazin/fragebogen.html). Readers could also respond via a CD attached to the magazine that included a Web browser, Linux tools, full versions of test results and more.

Once the final statistics are in, Scherzer and his team willl decide if another special issue might be in their future.

For more information contact Stephan Scherzer at sscherzer@idginteractive.de.

Web design and content secrets

Bruce Buckman, manager of Web development at IDG New Zealand, counseled attendees to keep three goals in mind when developing their Web sites:

- Get a high number of visitors.
- Get them visiting frequently.
- Get them viewing a high number of pages per visit.

He advised these key tips:

- Provide the information your audience wants.
- Let users find what they want easily.
- Update content regularly.
- Highlight fresh and important content.
- Add value beyond your print publications.
- Offer good reasons to view more pages.

Buckman's presentation, chock full of tips, can be found at www.supportcenter.com in the Downloads section of the Asia/Pacific Online Meeting summary. He may be reached at bruce_buckman@idg.co.nz.

continued from previous page

on the CCW Web site.

All of the presentations given at the meeting, including Beeston's complete speech, are available on the GWSC Web site (www.supportcenter.com) in both English and Chinese.

Organizing such a multilingual meeting was not without its interesting and sometimes hilarious moments, according to Evans. "There were some amusing misunderstandings, such as when GWSC President Paul Molenaar arrived with cash to pay the photocopying company for all the photocopying charges, and tried to explain what the cash was for. Colleagues from IDG World Expo in China thought that he was telling them he had just photocopied all the money, and were most concerned!"

Evans praised IDG World Expo in China and IDG China for assisting with the organization of the meeting, extending his thanks in particular to **Rebecca Chian** from IDG World Expo, and **Hugo Shong**, **Daisy Yang** and **Mark Zhou** from IDG China. Evans also cited IDG Hong Kong's Ernest Luk and **John Tan** (IGS, IDG Singapore), whose translations proved invaluable on many occasions. Luk's stint as a tour guide – aided by Tan – on an unofficial tour of Beijing on the bus ride back to the hotel after a dinner function was a star turn. "In fact it was Ernest's first visit to Beijing," said Evans, "but you wouldn't have known that from the quality of his tour guide patter."

LISA VAN DER KAMP

***Willie Chua** of WS Publishing in the Phlippines asks a question as **Paul Molenaar** of IDG Netherlands and the GWSC looks on.*

The next Asia Pacific Online meeting has been tentatively scheduled for Singapore in late November this year. (Ernest will no doubt be asked to repeat his tour guide perfomance.)

For more information contact Mark Evans at mark_evans@idg.co.nz.

noteworthy people

IDG WORLD UPDATE

Berger

LESLIE BACHAND

Fioretti

LESLIE BACHAND

Jones

LESLIE BACHAND

Massey

LESLIE BACHAND

McCormack

IDG WORLD UPDATE

Jones

Promotions

InfoWorld Executive Managing Editor **Kate McLucas** has been promoted to editor. "Kate is one of the hardest working people in all editorial and has been the unsung hero of countless initiatives over the past year," said **Michael Vizard**, *IW* editor-in-chief. "Kate will help oversee and manage our expanding base of media properties, which today include *InfoWorld*, InfoWorld.com and *CTO Magazine*. In the past year, we have significantly expanded the depth and breath of each of these properties in preparation for a major refresh of each offering, beginning with the relaunch of *CTO Magazine*. As part of that process, Kate has been the key member of the editorial management team overseeing daily operations and creating new workflow processes. Kate has the perfect amount of leadership experience needed to help us created a truly integrated set of media properties that will ultimately distinguish us from our rivals in a way that very few companies could imagine."

IDC's **Beth Freedman** and **Lisa Bloom**, who have job shared a senior marketing programs manager position for the past three years, have been promoted to director, Marketing Programs for the Services Research Group in Framingham. "Both Beth and Lisa always display a 'can-do' attitude with never-ending enthusiasm and an in-depth knowledge of IDC products and processes," said Vice President/Services Group Marketing **Virginia Lehr**. "Beth is known for her incredible energy, amazing efficiency and excellent writing skills, and Lisa is known for her impeccable organizational skills and attention to detail, as well as her creativity. Together they have a long list of accomplishments since they joined the Services Group last June."

New employees

Previously e-business and markets reporter with Upside.com and on-air news correspondent with CNNfn, **Matt Berger** joins the San Francisco bureau of the IDG News Service as U.S. correspondent. He earned a B.S. in journalism with a minor in music from California Polytechnic State University/San Luis Obispo. When not riding his bike, he enjoys woodworking and playing the guitar, piano and bass.

Benefits Specialist **Jill Fioretti** has joined IDC in Framingham, having held the same title recently at Extraprise in Boston. Jill has a B.A. in communication and journalism from Stonehill College in Easton, Mass., and enjoys photography, running and spending time on Cape Cod.

Previously director of marketing with Seque Software, **Jenny Jones** is now a senior quality assurance engineer with IDC in Framing-ham. She holds a B.A. in mathematics and Russian from Grinnell College in Grinnell, Iowa, an M.A. in mathematics from Northern Illinois University in DeKalb, Ill., and is currently working on an M.B.A. at Boston College. A contributing author to an upcoming Addison-Wesley book that looks at the reliability of industry Web sites, she also enjoys hiking and softball.

IDC in Framingham has hired **Connie Massey** as editorial manager. She comes from Switchboard, Inc. where she worked as manager of consumer content. She earned an M.A. in library science from the University of Michigan in Ann Arbor and enjoys music, reading and family activities. She also sold her Web site, Product Review Net before the Internet bubble burst.

Software Engineer **Julie McCormack** comes to IDC in Framingham from Plural where she was a senior application developer. She earned an associate's degree in mathematics and science from Raritan Valley (N.J.) Community College and likes to read, play volleyball and bowl.

IDC in Framingham has hired **Ron Westberg** as a software engineer, a title he held at his previous workplace, Manufacturing.net. He graduated from Boston's Northeastern University with a B.S. in computer science and enjoys downhill skiing.

Also in Framingham, **Tom Woods** has signed on as an inquiry analyst. He recently worked as an e-commerce intern at Zurich Scudder Investments. Tom is graduating this May from Babson College in Wellesley, Mass., with a B.S. in business administration. Outside the office he enjoys sailing, skiing and golf.

Milos Zeman has joined IDC Central Europe Emerging Markets as Senior Analyst for Internet Services. A native Czechoslovakian, he graduated from the Prague School of Economics with a B.A. in political economy, and began a career in the civil service. In his free time, he enjoys hiking and traveling.

Transfers

Mark Jones joins *InfoWorld* as West Coast news editor, coming from *Australian Reseller News* in Sydney where he was editor-in-chief. He graduated from the University of Western Sydney with a B.A. in communications and enjoys golf, squash and motor racing. He was recently named "Best IT Editor 2001" at the Consensus IT Writers Awards.

David Loyed joins *Computerworld* as a field marketing executive, coming from *Publish* where he worked as Southeast regional account director. He earned a B.A. in English from the University of Florida. When not studying the art of real estate investing he enjoys mountain climbing and following University of Florida football and basketball.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18

Stephen Brown *InfoWorld*

17

Yannick Robain *IDG France*
Karen Lincoln *Network World*

16

Aromi Rajon *IDG France*

15

Carole Zozaya *IDG France*
Judit Fülöp *IDG Hungary*

14

Nancy Grant *InfoWorld*

13

Catherine Priori-Boisadam *IDG France*
Crawford Del Prete *IDC*
Patricia DeBiase *IDG*

11

Josiane Duhamel *IDG France*
Gábor Révész *IDG Hungary*

9

Ruth Sager *IDC*
Yuriko Tejima *IDG Japan*

8

Jean Bregeon *IDG France*
Doreen Francy *IDC*
Ellen Fanning *Computerworld*

7

Attila Schopp *IDG Hungary*
Lorraine Cosgrove Ware *CXO Media*

6

Rosalynn Chua *IDG World Expo/Asia*
Lucy Docherty *IDC U.K.*
Henry Morris *IDC*
Andrea Sziebig *IDG Hungary*
Yolanda Martinez *IDG Spain*
Stefan Bader *IDG Germany*
Brian Kornegay *IDC Singapore*
Rachel Rogan *IDG New Zealand*
Aileen O'Donnell *PC Advisor*

5

Linda Quick *Laurentian Technomedia*
David Rodriguez *IDG Spain*
Russell Brown *IDG New Zealand*

4

Natale Russo *GamePro*
Dawnett Gordon *PC Advisor*

3

Alexandra Martinez *IDC*
Michelle Arguedas *IDC*
Waltraud Wlach *IDG Germany*
Daniel Behrens *IDG Germany*
Joseph Benway *InfoWorld*
Norma Intriago *IDG Global Solutions*

2

Jennifer Lapio *IDC*
Mary Slater *IDC*
Katalin Erdős *IDG Hungary*
Stephanie Li *IDC Singapore*
Mark Pace *InfoWorld*
Annette O'Reilly *IDG World Expo*
Lauren Costello *IDG List Services*

1

Reynald Flechaux *IDG France*
Bertrand Lemaire *IDG France*
Catherine Begien *Macworld*
Linnea Duvall *IDG Communications*
Amanda Neal *IDG Communications*
Vladimir Kroa *IDC*
Masami Kashiwagi *IDC Japan*
Markus Schwerdtel *IDG Germany*
Ulrike Sämmer *IDG Germany*
Manuela Eue *IDG Germany*
Gerard van Wijngen *IDC Benelux*
Stephen Jefferson *InfoWorld*
Darrin Greenwood *IDG New Zealand*
Rachael Rodwell *IDG Australia*
David Beynon *IDG Australia*
Rodney Gedda *IDG Australia*
Georgina Swan *IDG Australia*
Helen Butcher *IDG Global Solutions*
Philip Christer *IDG Global Solutions*
Simon Lowe *IDG Global Solutions*
Jonathan Oliver *IDG Global Solutions*
Louise Warner *IDG Global Solutions*
Linda Frank *Computerworld*
Rosemary Kelly *IDG World Expo*
Elsie Travaglini *IDG Human Resources*
Raffi Aghapekian *PC World*
Anne McDonald *PC World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

PC World employees pitch in for public television

Front row (l-r): ***Pat Murphy****, executive director, accounting and operations;* ***Kate Coldwell****, human resources director;* ***Amy Dalton****, public relations manager. Back row:* ***Heather Morra****, assistant editor;* ***Anna Harrah****, marketing administrative assistant;* ***Gerry Davidson****, research manager;* ***Anna Randag****, reporting analyst.*

Those public television fundraising pledge breaks aren't so nearly annoying if you actually work them. Just ask the seven members of the *PC World* staff who spent an evening last month answering phones and taking pledge information for San Francisco's public television station KQED. (And wearing *PC World* t-shirts gave the magazine some free TV advertising.) "It was a lot of fun," said **Kate Coldwell**, PCW human resources director. "Free food, time to chat with co-workers whom you might not interact with much at the office, and a chance to get your mug on TV. They have rebroadcast our segment several times since then. It seems as though every time I turn on the TV, there we are!" Part of a larger group of volunteers ranging from the Girl Scouts to the SPCA, the PC Worlders helped raise more than $78,000 for the station in a few hours. WU

celebrating 10!

Name
Dan Gentile

Home
Austin, Texas

Joined IDG
October 1990 as District Manager for *Network World* in Chicago.

Career path
District Manager from 1990-1995, Regional Manager from 1995-2000 in Austin, Texas, and now Regional Sales Director.

Most challenging part of your job
Being creative.

Best part of your job
Meeting new people; working with wonderful people at *Network World* and IDG.

I joined IDG because
Everyone kept telling me how great it was to work at IDG.

What's kept you at IDG for 10 years?
The great people here.

If you could change one thing about IDG, what would it be?
I like it the way it is.

Best piece of advice you've ever received?
Take the job at *Network World*!

Interests outside the office
My children.

Family
My wife Debby and I have two children: Dan, 16; and Maura, 14.

Most rewarding thing you've ever done
My wife and I have raised two great kids.

Of what accomplishment at work are you most proud?
Ten years at *Network World*.

What talent do you wish you had
I wish I could play golf better.

Dream destination
St Andrews/the Old Course in Scotland.

Fantasy job
Basketball coach.

As a kid, what did you want to be when you grew up?
Professional basketball player.

Your idea of a perfect day alone?
Playing golf.

*IDG Chairman **Pat McGovern** escorts Network World's **Dan Gentile** (left) to dinner at the Four Seasons Hotel's Cafe on the Green in Irving, Texas, in honor of his 10 years of service to the company.*

What is the most difficult decision you ever had to make?
I consider myself very lucky. I don't think I've ever had to make a really tough decision.

First job
District Manager at Crain Communications in Chicago.

One possession you'd grab if your house were on fire?
My golf clubs.

Favorite vacation spot?
Anywhere I go with my wife and children is a wonderful vacation spot.

If you won the lottery tomorrow, you would
Retire.

Retirement dreams?
Travel with my wife, lower my golf handicap and count the money in our ESOP fund.

Manager's profile
"Dan has been a vital part of *Network World*'s sales success. When Texas emerged as a technology hub, with Compaq, Dell, Motorola among the many giants in the state, Dan moved his family to Austin to be in the middle of the activity. As regional director, he is consistently a leader in market share for *Network World* and part of our strategic management team. We are very fortunate to have him with us and look forward to many more years of success with Dan as one of our leaders."

— Carol Lasker, vice president/associate publisher

Coming up

IDG Publishing Institute
April 22-27
Boston
Contact: **Laurie Parsons**
laurie_parsons@idg.com

IDC Directions
May 2
Sydney, Australia
www.idc.com.au/events/directions

The Central and Eastern European IT Forum
May 17-18
Prague, Czech Republic
www.idccentraleurope.com/forum/forum.php?forum=cz170501

For more events go to the Events@IDG section of www.idgworldupdate.com

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Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 3 Post Office Square, 4th floor, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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WWW.IDGWORLDUPDATE.COM

CXO Media sponsors second Internet Security Policy Forum

Washington, D.C., event convenes U.S. business, government, technology leaders

Take a timely and critical issue for business, government and the U.S. – Internet security as it affects economic security – and add influential speakers and panelists willing to share their expertise and you get CXO Media's second Internet Security Policy Forum, titled "Understanding Risk and U.S. Economic Security."

RON HOLTZ

Lew McCreary, *editor-in-chief of Darwin and editorial director of CXO Media Inc. (center) answers a reporter's question during a press conference. With him are (back row, l-r): Richard Clarke of the National Security Council; Stash Jarockri, PCIS's Banking & Finance Representative to the National Plan Working Group; Terri Benzel, chair of PCIS's R&D Task Force; Senator Robert Bennett (R-UT); Mudge, VP research and development, @stake; Cisco System's Ken Watson, chairman of the PCIS National Plan Working Group; Craig Goldberg, Internet Trading Technologies; and Michael Cangemi, Etienne Aigner, Inc. Front row (l-r): Microsoft's Howard Schmidt; Jim McNulty of the Chicago Mercantile Exchange Inc.; McCreary, Margaret Purdy of Canada's Department of National Defence; and Sandra Long, of the Maryland Department of Business and Economic Development.*

According to **Susan Watson**, CXO vice president of news and information, the goal of the forum is to bring key government and business leaders together to raise awareness about the security of the critical technology infrastructure – from hacker attacks to general daily assurance of its well-being — and identify solutions, strategies and future plans to maintain that infrastructure.

"Business owns 90% of the critical infrastructure in the U.S.," Watson said. "The forum is about private industry working with the government to maintain it."

Six months in the planning, CXO joined with the U.S. Department of Commerce's Critical Infrastructure Assurance Office to produce the forum, develop its content and agenda and recruit speakers and panelists. "Both groups share the goal of rais-

continued on page 4

Computerwoche reinvents self to reflect reader, technology changes

Giffhorn

Witte

Computerwoche has dominated the German IT weekly market for 27 years, but it's not resting on its laurels. Spurred on by changes in both technology and reader behavior, the publication's overhaul includes a shift in editorial focus, a major redesign and a reorganization of its editorial team.

Driving the shift to a more solutions-oriented strategic editorial focus is users' increasing reliance on the Web for breaking news as well as the convergence of technologies and media, according to **Christoph Witte**, editor-in-chief and editorial director at *Computerwoche*. "Three years ago, we as a weekly were the fastest source of IT information for our readers. Today we have online services," noted Witte.

Overall, the new editorial approach is a response to the blurring of boundaries between technologies.

COMPUTERWOCHE
Suns neues Framework enthält nur Altbekanntes
Microsoft öffnet Code
Softwareprobleme lähmen Flughäfen
COMPUTERWOCHE
PC-Krise zwingt Dell zu Entlassungen
Schlumberger übernimmt Sema

Computerwoche's new look (right) features a more contemporary layout that uses more photographs and infographics.

The previous subdivision of technical coverage under the headings software, hardware, communications and Internet made sense at one time, explained Publisher **Karen Giffhorn**, "but is no

continued on page 5

IDG Global Solutions serves as lead sponsor at Baptie channel conference

Continuing to make its presence felt, not only in sunny Miami but also in the Latin American IT channel market, IDG Global Solutions US (IGS) was the lead sponsor of Baptie Co.'s fourth annual Channel Focus Latin America. At the two-day meeting in February, IGS promoted the IDG brand and the company's global capabilities to a high-level IT distribution channel audience of more than 130 from vendors such as 3Com, Microsoft, Cisco and Xerox.

IGS U.S. President **Peter Mylchreest**, who was named Most Valuable Speaker at last year's conference, delivered the opening keynote on "The Comeback of Latin America's IT Markets." **Elba Intriago**, IGS director of business development, gave a presentation on building marketing strategies for IT channels in Latin America. IGS staffers manned an IDG Latin America booth, displaying IDG and IDC Latin American publications and information about online, events and research products.

Channel Focus Latin America provides attendees with ways to drive IT business through various direct and indirect channels – including distributors, retailers, partners, value-added resellers and the Internet — in key countries throughout the region.

For more information go to www.baptie.com/focus_latin/scr54.html.

***Elba Intriago**, IDG Global Solutions director of business development; **Peter Mylchreest**, IGS U.S. president; **Martha Becquer**, IGS business development manager; **Erica Ribeiro**, IGS business development manager; **Ney Kruel**, IGS marketing solutions director.*

Still time to register for PC World Product Line Meeting

The PC World Product Line Meeting 2001 will be held May 30 to June 1 at the Hyatt Regency Coral Gables just outside Miami. Organized by the PC World Global Product Support Center, now based at IDG Netherlands, the general sessions will address issues such as the state of the global PC market, potential changes in the *PCW* audience, international *PCW* ad sales, paper price increases, new revenue streams and an overview of the PCW Brand Awareness study. Workshops will address creating quality supplements, cover price testing, developing reader-helps-reader sites, use of *PCW* U.S. graphics, and more. If you need a registration form, contact Chris Smart of Event Exchange at chris@eventexchange.co.uk. For details about the content of the meeting contact **Raimon Gort** of the PC World Global Product Support Center at rgort@idg.nl.

The Industry Standard Europe ceases publication; Web site will continue

Standard Media International Board Chairman **John Battelle** last week announced that the company would cease publication of the weekly print edition of *The Industry Standard Europe* effective this week. The company, which is in ongoing discussions with potential partners for its U.K.-based operation, will continue to produce the Web edition and bureau staff will contribute editorial coverage to the U.S. edition, which will now be distributed in the U.K.

The Industry Standard will continue to focus its international strategy on local editions of the publication, with editions currently published by IDG and *Industry Standard* partners in Switzerland, Sweden, Norway, Poland, Brazil, Taiwan, China, Australia and Korea — with more in development, Battelle said.

Launched in October, *The Industry Standard Europe* was published by Standard Media Europe, headed up by president and CEO **Neil Thackray**.

Commenting on the announcement, IDG President and CEO **Kelly Conlin** said, "We have every confidence that the quality of the editorial product and the strength of the audience for the publication will enable a healthy global product line, a product line that will remain post 'correction' as the leading publication and only weekly for this influential market segment."

IDC Japan welcomes Managing Director Masato Takeuchi

IDC Japan held a reception in late February to officially introduce **Masato Takeuchi** as the company's new managing director. More than 100 customers, members of the press and IDG executives attended the event at the Imperial Hotel in Tokyo.

IDC President and CEO **Kirk Campbell** offered welcoming remarks, as did the president of NCR Japan, Toshio Ueda.

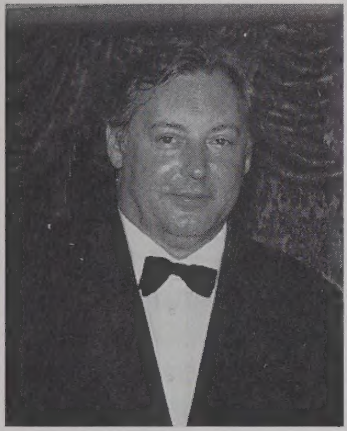
Before he began working at IDC late last year, Takeuchi spent three years at Verisign Japan as COO and before that held numerous management positions at Digital Equipment Japan.

*IDC Japan Managing Director **Masato Takeuchi**; IDC Japan Project Manager/Consulting **Tadako Aoyama**; IDC President and CEO **Kirk Campbell**; IDC Japan Project Manager/Consulting **Yoshino Uchiyama**; IDC Senior Vice President/International **Philippe de Marcillac**.*

executive Q and A

Kit Gould

One of the general partners of IDG Ventures Europe is this week's columnist. He may be reached at kit@idgve.com.



Q A story in *The Financial Times* last week said that IDG Ventures Europe would be paying cash bonuses to IDG journalists who act as "scouts" to find companies worthy of investment. Was this story correct?

A The story was indeed incorrect as no such arrangement for paying our journalists (or indeed other IDG/IDC staff) bonuses for deal finding is in place, nor would such a practice be tolerated. IDG Ventures Europe (IDGVE) is making arrangements with the managing directors of IDG business units to give their business unit some reward for assisting IDG Ventures in its work. However, no direct payments to IDG journalists are involved, and it would be a direct violation of the IDG conflict of interest policy for journalists to be involved in such a payment arrangement. As a recent ex-publisher within IDG (*PC Advisor* in the U.K.), I wholly appreciate the importance of the values and editorial integrity that are the cornerstone of IDG's success over the last 36 years.

Q So how would you envision the relationship between IDGVE and the operating units?

A The success of any venture capital fund in general is determined to a large degree by the quality of a "deal flow" or investment opportunities that are brought to it. IDG's network lends itself perfectly to this purpose, and in the U.S., this has lead to some very interesting investments and has enabled IDG Ventures to gain a much larger "footprint" than similar size funds. We would hope that IDG Ventures would be able to tap into this network in Europe and ensure that early-stage technology companies that are in the process of looking for funding would be aware of the IDG fund from a whole range of marketing and communications activities.

Once we have invested in selected companies, they are able to gain help from IDG's localized knowledge, skills and assets to help them grow successfully. This would include somewhat more favorable rates on IDG's commercially available products and services such as access to IDC research, customer databases, print and online advertising, etc. These are very specific commercial relationships where IDG's assets can be brought into play. There is a very clear divide to be made between these and our editorial assets, which could in no way be leveraged. We make this point very clear in our presentation to entrepreneurs and other investment funds.

Q What is IDG Ventures Europe, and what is its mission?

A IDGVE is the latest development in a growing lineup of venture capital funds that invest on behalf of IDG. IDG Ventures now has more than $580 million under management through funds in China, the U.S. and Europe. Our broad aim is to source, assess and then invest in early-stage technology companies. Stage two is to help them grow and gain in value by giving guidance and direction, and then finally to realize that investment with an "exit" typically through an IPO or trade sale.

Unlike many other funds that are backed by large corporations (such as VNU/KPN or Reed/Elsevier), we seek to maximize financial gain and, therefore, are not limited to investments that tie into IDG's strategic plans.

Q What are the areas that you focus upon?

A Our specific investment parameters are European-based companies that are looking for their first institutional round of funding. We aim to invest between $1 million and $4 million into companies run by smart entrepreneurial teams that have relevant experience in growing markets. We are keen to see the creation of products and services that we believe will help to grow a large, sustainable business. Our attention runs along most of the technology spectrum, and we are particularly interested in those companies that are creating the building blocks that will convert much of the hype and aspirations we hear so much about into solid end-user products that will bring lasting business and consumer benefits.

At the moment, much of the focus is on the impending wireless uptake and the establishment of the new communication platforms such as GPRS and UMTS. Most agree on the future vision of us all roaming the Internet, communicating and transacting via our broadband, always on smart phone/PDA devices. For this to become reality, a whole raft of solutions need to become established to an industry standard in areas such as the personalization of content and communications, security and micropayments, location-based protocols and services, display technologies, power consumption and memory handling. There is also a rush to establish the middleware platforms through which the transmitting of data and location of relevant individuals and groups will pass.

IDG Ventures Europe at-a-glance

Year established 2001

Location London

Number of employees 8

Mission To replicate the success of the U.S. fund and gain a similar above-market performance.

Group's most recent accomplishment
We're on the verge of announcing our first investment, but ultimately the only accomplishment that really matters is a successful return on investment across the fund.

Top three goals for FY01
Invest wisely
Keep our costs low
And find permanent offices!

Internet Security Forum

continued from page 1

Arthur Miller, Harvard law professor, former legal correspondent for ABC-TV's "Good Morning America" and moderator of the Internet Security Policy Forum, asks a question of Dr. Condoleezza Rice, National Security Advisor to the President of the United States and keynote speaker for the Forum.

ing security awareness to business and government leaders," Watson said.

> *"Business owns 90% of the critical infrastructure in the U.S. The forum is about private industry working with the government to maintain it."*
>
> *— Susan Watson, CXO*

Held last month in Washington, D.C., at the U.S. Chamber of Commerce's Hall of Flags, this year's half-day-long forum and breakfast drew a standing-room-only crowd of 250 "C-level" (CEO's and CIO's) executives, U.S. government officials and congressional staff members, as well as 30 members of the media. A Webcast of the event was viewed by approximately 500 viewers (many of whom were invited to send in questions in advance) and shown on the C-SPAN television network, creating an even larger audience.

Forum speakers included Arthur Miller, Harvard Law School professor and author of *The Assault on Privacy: Computers, Data Banks, and Dossiers*; Margaret Purdy, associate deputy minister with Canada's Department of National Defence; Richard Clarke, U.S. national coordinator for security infrastructure protection and counter-terrorism, National Security Council; and Howard Schmidt, chief security officer for Microsoft Corp. The keynote speaker was Dr. Condoleezza Rice, national security adviser to President George W. Bush, and U.S. Senator Robert Bennett (Rep.-Utah) closed the event with a speech on how security risks have affected the U.S.' economic growth and the importance of protecting the nation's infrastructure, information security and related technologies.

"The role of the government," Bennett said, "is to try to get as much transparency into the system as we can so that you can know with some confidence the level of preparedness and security that exists in the people with whom you have electronic contact. The role of the government is not to dictate to anybody how you should solve your problems, not to regulate anybody as to what will happen to you if you don't solve your problem; the marketplace will do that." (All forum speakers' remarks can be read at www.cio.com/webcast/.)

Watson said that CXO Media is known as a proponent of collaboration between business and technology executives. "With the Forum and its other government outreach programs CXO is building a solid reputation as a convener of government officials, business and technology executives. Successfully recruiting Dr. Rice and Sen. Bennett to speak at the forum is a product of CXO's reputation and high-level audience, as well as evidence of the degree of importance these two government leaders place on building critical infrastructure protection and security awareness among this CIO/CEO audience," she said.

Lew McCreary, editor-in-chief of *Darwin* and editorial director of CXO Media, delivered the forum's opening remarks and introduced some of the key speakers, including Bennett. *CIO* Editor-in-Chief **Abbie Lundberg** moderated incoming Webcast questions and announced *CIO*'s new free security assessment tool in which companies can fill out an online survey designed by *CIO* in partnership with Internet security firm @stake and have their security risks analyzed by the @stake system and get ideas on improving their security procedures (see www2.cio.com/research/surveys/securityindex.cfm).

The forum was a tremendous success in many ways, according to Watson. "In addition to branding, reputation and relationship building, the forum helps in positioning CXO and IDG as very forward-thinking, well-connected visionaries and trendsetters," she noted. Outside of the subject matter and the influential speakers she praised "a great production team and tireless planning and tracking of every last detail. This event really underscored the power of collaboration and cross-departmental teamwork, with our news and information, marketing, Web and editorial teams all contributing."

Watson said that CXO is exploring ideas for the next Internet Security Policy Forum but a date has not been set. The first forum was held last September. She said the frequency of the event is determined by government policy changes, news events and the nation's need for security discussions.

For more information, contact Susan Watson at swatson@cio.com.

IDG

Week of April 16, 2001

Marketing Communications Specialist (EXF)

We are looking for a Marketing Communications Specialist to join our 5-person marketing team to manage print production and graphic design work for the company. This detail-oriented person will work closely with our conference marketing managers and our direct marketing agency, and oversees freelance designers, sign manufacturer, and our print broker to produce attendee marketing materials (mailers, ads, web graphics), brochures, collateral, and signage for all our conferences, within or under budget. Qualifications: 2+ years experience in a marketing environment doing graphic production, page layout, print buying, and project management, preferably at a technology company. A thorough understanding of the design and print process. Hands-on experience creating basic marketing materials using Quark XPress and/or PageMaker, with proven understanding of file types and their specific applications needed. *Location: San Mateo CA*
Contact: T. Helm, Email: **Tammie@idgexecforums.com**

Conference Marketing Manager (EXF)

We are searching for a strong marketing generalist to develop and manage all marketing initiatives around our two CXO executive conferences, Agenda and Vortex; and the related VORTEX.NET Web site, driving attendee registration sales for each of the conferences, visitors to the site, and developing sponsor sales tools and conference attendee materials. Proficient at both strategy and tactical details, the Agenda/Vortex Marketing Manager is responsible for devising and managing marketing programs. The successful candidate will be able to demonstrate during their interview a solid understanding of all aspects of marketing communications outlined above, as well as good writing skills and interpersonal communications. Please plan to bring a sample creative brief(s) and/or marketing plan(s) authored by you. Qualifications: 5+ years marketing experience in a corporate environment, primarily in the technology industry, first hand experience developing and recommending marketing strategies and plans, good understanding of branding and messaging, highly productive and self-directed with excellent organizational and reasoning skills. *Location: San Mateo CA*
Contact: T. Helm, Email: **Tammie@idgexecforums.com**

Online Copy Editor (NWI)

Network World is looking for an experienced online copy editor to join our online copy desk. In this role you will be responsible for copy editing e-mail newsletters on a deadline driven basis. The position also includes occasional daily deadlines for copy editing wire and staff-written news stories for our Web site. We are looking for someone with excellent command of grammar, usage, AP style and other standard copy editing skills. 1 to 3 years of copy editing experience, preferably in a newspaper or magazine environment. Technical editing experience and knowledge of HTML a plus. Flexibility and an ability to work on tight deadlines, a must!
Location: Southborough MA
Contact: Email: **hotjobs@nww.com**

Sales Assistant (NWI)

Excellent opportunity exists for an experienced Sales Assistant who enjoys a fast paced environment and a variety of assignments. In this position you will work closely with and support the sales efforts of the Regional Sales Manager. You will utilize your superior customer service skills in developing ongoing relationships with our clients. You will also be responsible for coordinating events, ordering supplies, conducting Internet searches, database management, travel arrangements, file management, fulfilling customer requests, and assisting co-workers as needed. Experience Required: proficient in a Microsoft Office, Internet savvy, email software for daily correspondence. Three to four years of previous experience working in a sales environment is preferred as well as familiarity with Lexis-Nexis and Saleslogix software. A positive, can-do attitude a must!
Location: Philadelphia PA
Contact: Email: **hotjobs@nww.com**

Go to **http://careers.idg.com** to view all current job opportunities at IDG

Computerwoche

continued from page 1

Computerwoche at-a-glance

Year established 1974
Circulation 43,200 subscription; 2,000 newsstand; 20,000 controlled.
Number of employees 52 (editorial and production)
Leading competitors *Informationweek, Computerzeitung*
Average issue size 90 pages
Ad/edit ratio 50/50
Web site www.computerwoche.de

longer sustainable in editorial terms since topics such as e-business, voice-over-IP or system management do not fall neatly into the old categories."

From now on editorial will be presented in four core sections:

- **News**. This section is being expanded to encompass reporting on events, analyses, background information as well as *Computerwoche*'s own studies and surveys.
- **Products and technologies**. Here, readers will find overviews of IT products and techniques that cut through many of the old, increasingly irrelevant boundaries between hardware, software and communications.
- **Companies and markets.** Information on service and product suppliers as well as market developments will be placed in this section.
- **IT strategies**. In this area, readers will find practical IT solutions for companies along with user reports and features. The main thrust here is strategies for an efficient use of IT and the impact of technology on company organization.

Members of Computerwoche's editorial staff include (l-r): ***Sabine Ranft,*** *editor;* ***Joachim Hackmann****, senior editor;* ***Martin Seiler****, editor;* ***Peter Gruber,*** *senior editor; and* ***Jürgen Hill,*** *senior editor.*

The publication's Job & Career and In Depth sections remain unchanged.

Computerwoche's refocused editorial is now packaged in a more contemporary layout that features more photographs and infographics and a brighter paper stock. Witte noted that the Web site is also in for some updating and by year's end will reflect the changes made to the print publication and provide readers with expanded options for information not available in print.

For more information contact Christoph Witte at cwitte@computerwoche.de or Karen Giffhorn at kgiffhorn@computerwoche.de.

JobUniverse launches new microsite on GWSC

More microsites to come

The new Job Universe Support Center site is the first of a number of planned microsites built and hosted on the GWSC site. More microsites are planned in the near future for Vindex (the search engine system licensed to some IDG business units by IDG Netherlands); IDGML (a site to be used by the panel working on IDG's XML standard) and Ad Operations (a site to be used by the U.S.-based Online Advertising Operations team). For more information contact **Mark Evans**, director, Asia/Pacific Web Support Center, at mark_evans@idg.co.nz.

The JobUniverse Global Product Support Center (GPSC) launched a microsite on the Global Web Support Center (www.supportcenter.com) last month in order to improve the information exchange between JobUniverse members and the JobUniverse GPSC in Munich.

Previously JobUniverse was represented on a section of the GWSC site. However, the new area is properly called a "microsite" because JobUniverse Marketing Manager **Nicola Krapohl**, rather than GWSC staff in the Netherlands or New Zealand, will maintain the content remotely from Germany.

The new site offers a wide range of information not only for all JobUniverse colleagues but for any business unit interested in joining the JobUniverse network (www.jobuniverse.com). The news section is now divided into three sections (General, Marketing, Editorial), and a features area offers detailed descriptions about special topics. In addition, JobUniverse now has its own download section and discussion forum.

The microsite covers updates about the recruitment market and the JobUniverse team's activities at IT shows and IDG meetings around the world. Visitors can find information about editorial topics (editorial concept and calendar of JobUniverse.com), technical backgrounders (data exchange via XML), a detailed description of the new corporate design as well as press releases within the JobUniverse network, contact information and photos of the Job Universe team, step-by-step instructions on how to join the network and more.

All IDG colleagues are invited to contribute to the site. If you would like to let other JobUniverse members know about recent developments in your country, send information to Nicola Krapohl (nkrapohl@jobuniverse.com).

IDG Norway's Magne Lein wrote the book on information technology

Magne Lein has been thinking and writing about information technology longer than many of his IDG colleagues have been alive. Armed with degrees in electronics, computer science and mechanical engineering, Lein began his journalism career 36 years ago writing for various Norwegian electronics and engineering publications.

Since then, Lein has born witness to virtually every major development in the industry. In the early 1990s, he briefly left journalism for a three-year stint as a Technology Attache at The Royal Norwegian Consulate General in San Francisco, and upon his return to Norway in 1994, he joined *Computerworld Norge* where today he is features editor.

Indulging his longstanding interest in the fields of telephony, radio, TV, electronics, telecommunications and computer science, Lein says that over the years he has bought almost every book available on these topics but remained frustrated by the lack of a comprehensive history of the computer industry and all the interacting technologies constituting "the complete concept of IT."

Lein says he finds "most computer industry books focus on Silicon Valley, and while many are well-written and good entertainment, they tend to neglect all development outside the U.S., even giving little attention to developments on the U.S. East Coast!"

And so it might have remained were it not for a fateful conversation with **Tom-Erik Haug**, managing editor of IDG Books Norway, during IDG Norway's 1999 Christmas party. When Lein suggested that what the world needed now was an exhaustive account of the development of the information technology industry, beginning with the origins of mechanical calculators continuing on through the telegraph and extending into a future in which Magne predicts IT will reshape and transform all organizations into virtual organizations, Haug asked Lein if he could have a manuscript ready in six months. To which, Magne replied with an immediate, "Yes! Skoal!"

Magne Lein

And last October *The IT Roots of the Knowledge-Based Society — From the Weaving Web of the Punch Card Controlled Jacquard Loom to the World Wide Web* made its debut. The book has a foreword by Dr. Douglas C. Engelbart, distinguished computer science pioneer and retired Stanford University professor.

The 320-page volume traces the development of the IT industry from its very earliest mechanical and electro-mechanical beginnings, through telegraph and telephone, wireless telegraph and radio, the development of semiconductors and microprocessors, the dawn of the PC age and up to today's ubiquitous Internet and beyond.

Offering glimpses into both the inventors and their inventions, Magne's book was recently praised by the chairman of The Norwegian Computer Society, who called it "fantastically well-illustrated and a very useful IT background learning tool for all kinds of schools, for all kinds of readers, from young students to university graduates and anyone [interested in learning more about this industry]."

Lein now hopes to interest a publisher to produce translated editions of his book. For more details contact Lein at magne.lein @computerworld.no.

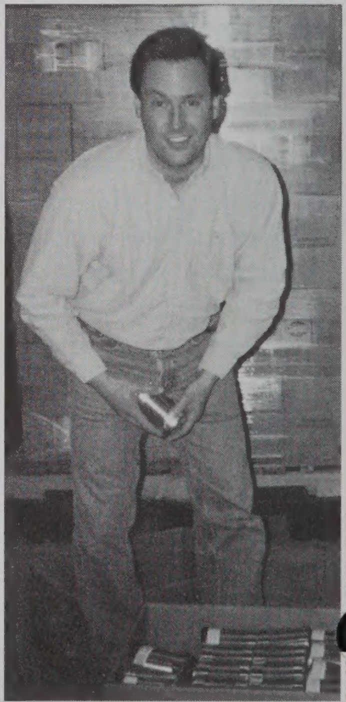
IDC employees invest time in area food banks

After a day of IT number crunching, 30 IDC employees spent an evening last month counting cans and repackaging items at two food banks in Boston and Worcester, Mass. Their volunteer work was part of an ongoing community outreach effort by the IDC Event and Charity Committee.

Last year the committee organized a clothing drive for the Salvation Army and a Christmas giving tree. It is planning a silent auction on May 30 to benefit Project Peru, a charitable program run by Research Manager **Stephen Drake** that supports and empowers children in Peru through educational, environmental and athletic pursuits. More community projects are in the planning stage.

A group of IDC employees takes a break from packing items at the Worcester Food Pantry. (Clockwise, from left): ***Rena Bhattacharyya, Amy Harris, Radha Vichare, Donna Monahan, Jessica McGowan, Karen Moser.***

For more information on upcoming events contact HR Marketing Specialists **Leslie Bachand** at lbachand@ idc.com or **Erin Casey** at ecasey@idc.com.



PHOT ERIN CASEY

Kevin Capalbo *pitched in with colleagues at both the Worcester and Boston food banks last month.*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Delia Quartey *InfoWorld*

17

Valerie Sanclemente *IDG*

15

Kazuhiko Kajihara *IDG Japan*
Norma Tamburrino *Computerworld*

13

Gabriele Arioli *IDG Italy*
Richard Pastore *CXO Media*
Bob Ainsworth *IDG*

11

Maria Rosa Rodriguez *IDG Spain*

9

Christopher Willard *IDC*
Derek Slater *CXO Media*

7

Patricia Peng *Computerworld Singapore*
Judith Johnson *IDG New Zealand*
Shawne Burke Pecar *PC World*

6

Thomas Copeland *IDC*
Ron Gibson *IDG Central Services*

5

Satoshi Yoshida *IDG Japan*
Judith Kainrath *IDG Austria*

4

Paolo Lombardi *IDG Italy*
Iona Spencer *PC Advisor*

3

Johanna O'Connor *IDG Global Solutions*
Francois Jeanne *IDG France*
Barry Parr *IDC*
Daniel Cardomone *IDC*
Cheryl Quinn *Laurentian Technomedia*
Tomoko Matsui *IDG Japan*
Adebayo Omololu *InfoWorld*
Kim Crowley *PC Advisor*
Gerard Norsa *IDG Australia*
Sandra Kendall *CXO Media*

2

Josephine Eaton *IDC*
Yoshiki Kuwahara *IDG Japan*
John Pancharian *ITworld.com*
Newt Bailey *PC World*
Eileen Quan Chaney *PC World*
John Fontana *Network World*
Maro Eremyan *Network World*

1

Sean Molloy *IDG Games Media Group*
Gary Koch *IDC Japan*
Ng Wei En *Computerworld Singapore*
Tina Pang *Computerworld Singapore*
Robert Seitz *IDG Germany*
Rebekah Mancilla *Hungry Minds*
Gabrielle Chosney *Hungry Minds*
Nicole Laux *Hungry Minds*
Gerard van Wijngen *IDC Benelux*
Federica Bernardini *IDG Italy*
Margherita Bertoncelli *IDG Italy*
Shirley McDaniel *InfoWorld*
Kathryn Meyers *ITworld.com*
Jennifer Wilson *ITworld.com*
Sandra Van Dijk *IDG Australia*
Jeanne-Vida Douglas *IDG Australia*
Justin Khaksar *IDG Global Solutions U.K.*
Brian Sullivan *Computerworld*
Jennifer Bobrin *IDG World Expo*
William Cappel *IDG.net*
Kim Harris *CXO Media*
Kate MacIntyre *PC World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

noteworthy people

Promotions

Francesco Corr, previously business development manager/worldwide conferences, has been promoted to director/IDC EMEA Conference Group. He has worked at the IDC office in Milan, Italy, for the past four years. Francesco has a degree in business administration from the University of Parma in Italy.

New employees

Fresh from Mexico City, **Scarlet Pruitt** joins the IDG News Service in Boston as a U.S. correspondent. Previously, she was the editor of *Business Mexico* magazine, and before that a finance reporter at the Mexico City daily *The News*. Scarlet received her B.A. in English literature from the University of California at Santa Barbara and studied medieval literature at the University of Birmingham, England.

U.S. Correspondent **Stacy Cowley** has joined the New York bureau of the IDG News Service. Previously with *Silicon Alley Reporter*, she was editor for the *Wireless Reporter* e-newsletter and coordinator of the magazine's five e-mail newsletters. Stacy studied political science at Barnard College/Columbia University. Outside the office, she enjoys theater, harassing New York Yankees baseball fans (her allegiance is with the Baltimore Orioles), and playing and programming interactive fiction games.

The IDG News Service has hired **Kuriko Miyake** as Tokyo correspondent. She was previously staff photographer for the Japanese national daily newspaper *Mainichi Shimbun*, working out of its Sapporo office. She holds a B.F.A. in photography from The Pratt Institute in Brooklyn, N.Y., and enjoys New York Rangers hockey, Jane Austen and ballet.

Previously a sales administrator with iSpheres, **Leslie Horgan** is now an ad sales associate with *GamePro* in San Francisco. She graduated from the University of California/Santa Cruz with a B.A. in U.S. history and also holds secondary teaching credentials in social studies and Spanish. She enjoys "taking full advantage of the Bay Area," including road biking, salsa dancing, snowboarding and backpacking.

Paola Ferrari has joined IDC's European Conference Group in Milan as a conference specialist. She studied hotel administration at a technical school in Milan and most recently worked at the Hotel Michelangelo as a sales coordinator. Paola's interestes include archaeology, reading and motorbiking.

Jenifer Cancian has also signed on as a conference specialist at IDC's European Conference Group in Milan. She recently graduated from Leeds Metropolitan University in Leeds, England, with a degree in European languages and business. Outside the office she enjoys scuba diving, sailing, traveling and Latin American culture.

GEORGE CHIDI

Pruit

GEORGE CHIDI

Cowley

MARTYN WILLIAMS

Miyake

IDG WORLD UPDATE

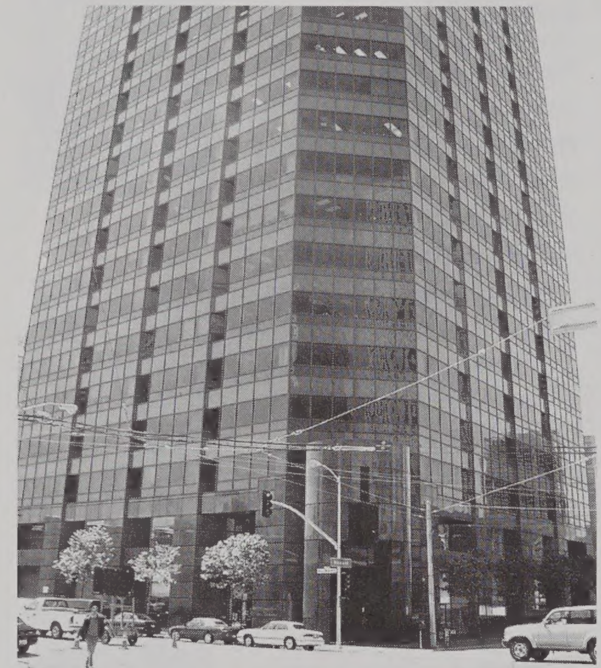
Horgan

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

off line for fun

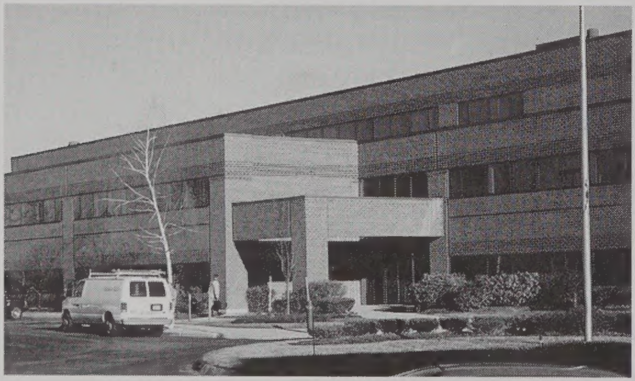
Where in the world are these buildings?

Name the IDG business units and the cities they're located in by sending your answers to world_update@idg.com by May 8. (See the hints and fun facts below and consult the IDG Directory (www.idgdirectory.com to verify city locations.) Two winners will be picked in a random drawing and will receive IDG T-shirts.



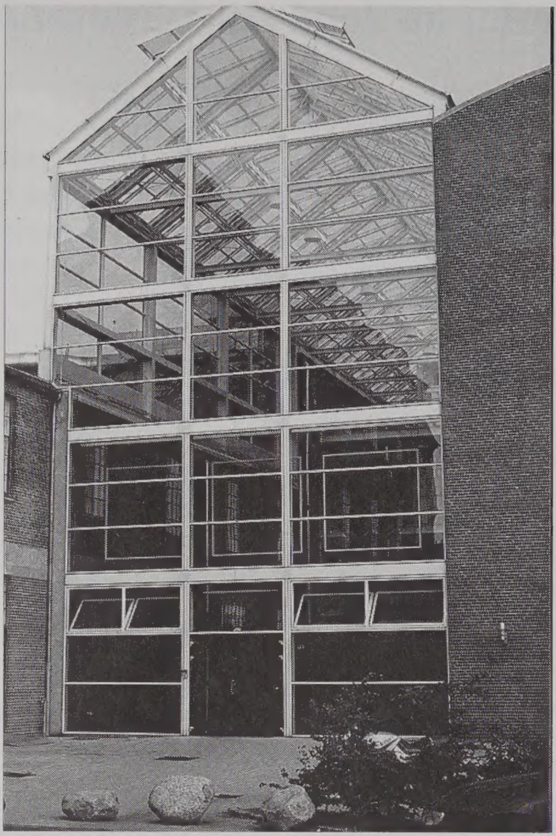
A

- Houses a business unit that's a joint venture between IDG and Ziff-Davis.
- Publishes a magazine about a product that changed the computing world when it was introduced in 1984 (the same year the magazine was founded).



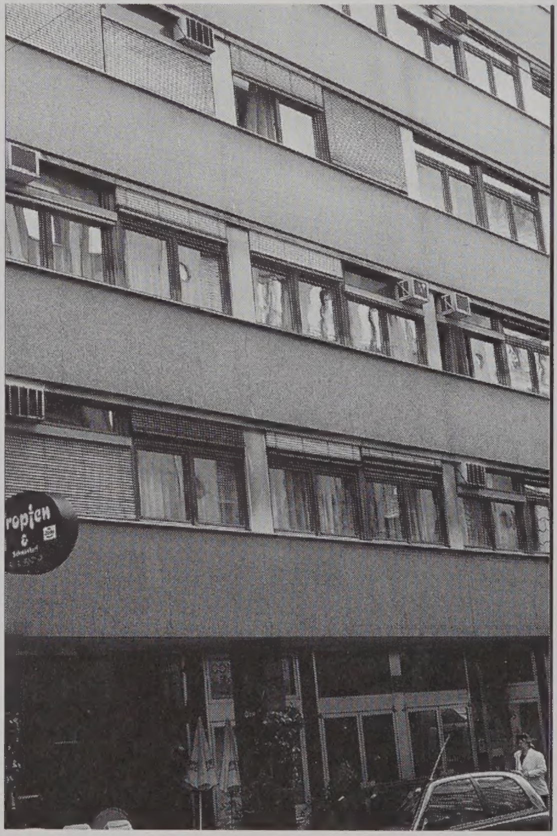
B Two IDG business units share this building.

- One of them has produced more than 100 Webcasts since February 2000.
- The other business unit produces a publication that marks its 15th this year and calls its Web site Fusion.



C

- Located in a suburb of a city that's famous for a mermaid in its harbor.
- This business unit publishes six publications in a building that was previously a factory.



D

- Located in a city famous for its waltzes and boys choir.
- Its *Computerworld* publication is celebrating its 15th anniversary this year.

and finally.

Coming up

IDC Directions 2001
April 20
Singapore
www.idc.com.sg/directions/

CIO Perspectives Conference Series: Without Boundaries — The CIO in the New World
April 22-24
Boca Raton, Fla.
www.cio.com/conferences

IDG Publishing Institute
April 22-27
Le Meridian Hotel
Boston
Contact: **Laurie Parsons**
laurie_parsons@idg.com

IDC Directions 2001
April 24
Kuala Lumpur, Malaysia
www.idc.com.my/Directions

IDG **World**Update

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

IDG World Update

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PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

IDG Spain celebrates 20 years of dominance in local market

CW Espana turns 20

The 20th anniversary issue of ComputerWorld Espana, weighing in at a healthy 196 pages (76 of which were ad pages) offered readers an in-depth look at the past, present and future of Spain's IT industry. In-depth articles and interviews conducted with many of the country's leading IT figures help put the past 20 years of extraordinary growth and accomplishment into perspective for readers. A news summary provides the top IT news headlines for each year since 1981, while "Future Trends" provides a peek at some of the new technologies just around the corner.

Last month IDG Spain threw a gala celebration to mark its 20th year of undisputed leadership in the Spanish IT publishing market. On the guest list were some 500 top IT executives representing both the private and public sector as well as the members of IDG´s Executive Committee and editors-in-chief from all of IDG Spain's publications.

Following the lavish dinner at Madrid's Circulo de Bellas Artes, *ComputerWorld España* presented the 10th edition of its annual Computerworld Awards, recognizing excellence in 13 categories among both user and vendor organizations as well as outstanding projects developed in the public sector.

In his keynote address prior to the awards ceremony, Borja Adsuara, general director for the Development of Information Society at Spain's Ministry of Science and Technology, praised the important role played by IDG Spain and *ComputerWorld España* during the past 20 years in promoting the use of information technology in society.

IDG Spain Managing Director ***Francisco Zabala*** *(right) presents an award to Juan Soto, president of Hewlett-Packard Spain.*

continued on page 2

Job sharing helps employees balance work, family

Eleven children plus six employees equals three jobs. That's not some kind of new math – it's an equation for creating a balance between work life and family life. Three sets of IDG employees have worked out job sharing arrangements that have brought benefits to their colleagues and the company as well as themselves.

IDG WORLD UPDATE

Job-share partners since 1998, IDC's ***Beth Freedman*** *(left) and* ***Lisa Bloom*** *are marking their 10- and 8-year anniversaries, respectively, with the company.*

For years IDG has offered employees the opportunity to work a reduced or flexible work schedule, depending on the nature of their jobs and the needs of the business unit. Job sharing, however, is much more unusual because it requires finding the right match in terms of the partners' talents, personality and scheduling needs, as well as the smooth fit of the arrangement within the team's workgroup.

While each of their situations is distinctive, before embarking on their job shares all three teams had to present detailed proposals to their Human Resources departments and their managers regarding the work plan, compensation, benefits, cost-effectiveness and advantages for the company. Here are their stories.

Lisa Bloom and Beth Freedman
IDC (Framingham, Mass.)

Back in July 1998, Lisa Bloom and Beth Freedman were senior group marketing managers for, respectively, IDC's International and Internet groups. Both had two-year-old sons and were juggling the de-

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Computerworld Spain

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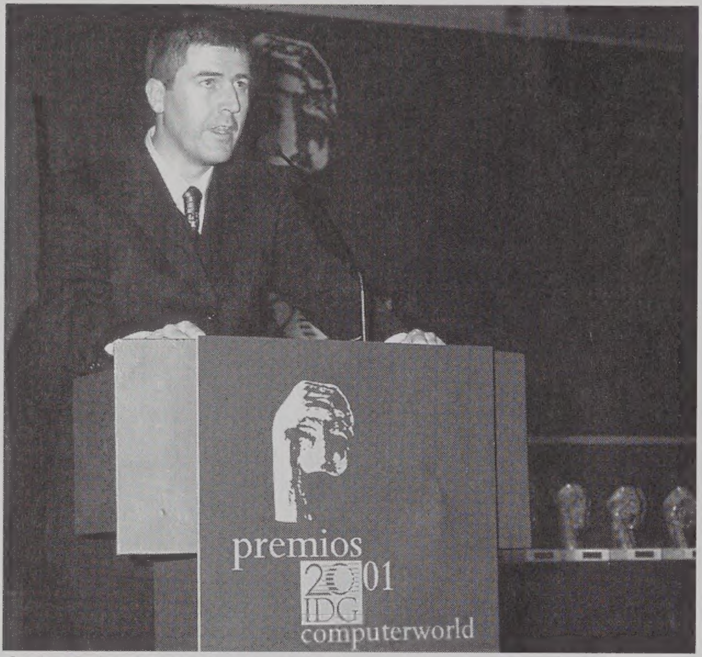


Carlos de la Iglesia, *editor-in -chief of ComputerWorld España, addresses guests at the company's gala dinner celebration.*

Among those honored this year were Juan Soto, president of Hewlett-Packard Spain, who received the award for Personality of the Year for his unwavering dedication to his company, which he has successfully managed for more than 20 years. Company of the Year honors went to Cisco Systems, which is the country's leading provider of Internet infrastructure equipment. Compaq Computer´s marketing manager received honors for his successful initiatives to increase the company´s visibility in the market. The Spanish Development of the Year award went to Andalusia´s (one of Spain´s 17 regions) Health Service, as developers of a public project designed to improve the lives of hospitalized childrens by helping them to break their isolation by taking part in various virtual environments — a remarkable example of the use of technology for humanitarian purposes. In the category of Best Training Effort, Catalonia´s Open University received honors for its professionalism and rigorous training program for IT students.

ComputerWorld España was the first publication launched by IDG Spain back in May 1981 when Spain's IT industry was in its infancy. With a total of 44 pages, it originally launched as a bi-weekly publication, but early enthusiasm for the publication prompted the company to take it weekly the very next month. Today, the publication is firmly entrenched in the No. 1 spot among Spain's IT weeklies and has been joined by eight more titles including: *PC World* (1985), *Comunicaciones World* (1986), *Macworld* (1992), *Diario Informatico* (1994), *Dealer World* (1995), *Dealer World 15* (1997), *iWorld* (1998) and most recently *Lideres.com*, a bimonthly supplement launched in February focusing on the New Economy and IT management.

Some 500 guests were on hand at Circulo de Bellas Artes in Madrid to help IDG Spain celebrate two decades of leadership in Spain's IT publishing market.

In his remarks to guests, IDG Spain General Manager **Francisco Zabala** noted that "It has been hard work, but we are really proud of what we have achieved and the positive response that our publications have received from the market. Time has proved our bet to be the right one. We are satisfied that our readers — about 1 million at present — are confident of what they will find in our publications: accurate information and an independent and rigorous point of view to aid them in their decision-making process and their acquisition of technology-related products and services. And the IT companies that have trusted IDG for these 20 years also know that our magazines are the best possible channel for their marketing efforts for every single segment of the audience." WU

IDG Spain at-a-glance

Year established 1981

Number of employees 112

Number of publications 9

Web site www.idg.es

Population of Spain 40 million

Number of people in Spain who read an IDG publication 1 million

Goals for 2001 Maintain leadership and increase marketshare, audience levels and profitability.

Number of employees who have been with the company for more than 10 years as of 2001 35

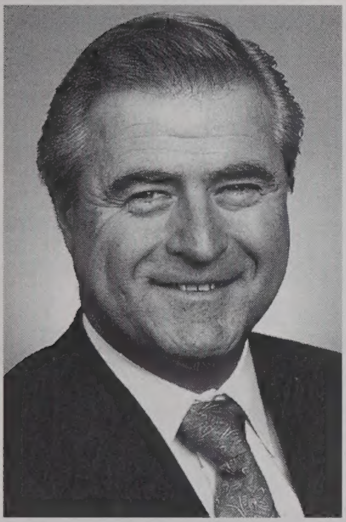
IDG News Service journalists converge on CeBIT

PETER SAYER

IDG News Service staffers turned out in force for last month's CeBIT trade show in Hannover, Germany, filing nearly 80 stories during the week-long event. Above (l-r): ***Martyn Williams****, Tokyo correspondent;* ***Ashlee Vance****, U.S. correspondent;* ***Marc Ferranti****, executive news editor;* ***Laura Rohde****; London correspondent;* ***Joris Evers****, Amsterdam correspondent;* ***Margret Johnston****, Washington, D.C., correspondent; and* ***Miriam Gold****, copy editor, work at the Hannover Fairgrounds Press Center on the night before the official opening of CeBit, after a long day covering the flurry of preparatory press conferences. (Also attending CeBIT but absent from photo:* ***Pia Landergren****, London bureau chief,* ***Rick Perera****, Berlin correspondent and* ***Peter Sayer****, Paris correspondent.)*

executive Q and A

Alan Guibord
The president and CEO of Computerworld, Inc. is this week's guest columnist. He may be reached at alan_guibord@ computerworld.com.



> *"I predict that the Internet will undergo the same transformation that the television industry has undergone in the past two decades. Some 15 to 20 years ago, TV was free and totally dependent on advertising revenues. Today, the majority of the audience pays for the signal they receive at home. The same change will occur in the Internet medium. Companies that can provide value-added content will be able to charge a premium for their services."*

Q What do you see as the challenges facing Computerworld over the next 12 months?

A The biggest short-term challenge is to meet our advertising goals in the current soft market conditions. The long-term challenge is to re-energize and expand a great brand into new market opportunities in the online space and in the process help transition from an ad-based revenue model to a subscription-based model.

A significant portion of our resources and focus will be on the online space. We will be developing new services and products that will address the needs of busy technical decision makers for information and insights into technologies. It will be a carefully balanced allocation of resources between print, online and events. On the print side, we will be taking the book through a significant transformation. We will change the trim size, look and feel and reconnect the editorial content to our audience.

Q Can you elaborate on the changes you plan?

A Over the next few months we will be launching a series of online products and services that will put us in a leadership position. In May, we will introduce an exclusive community directed to the senior technology executives that will become a leverage point for a number of products and services that we will debut in FY02. In May, we will also have a new trim size for our book and in September we will unveil a completely new look. We launched a new supplement titled *ROI* that has been well received in the marketplace, and we will continue to expand on it. We will also be launching a marketing campaign to revitalize our brand in the marketplace. The aim of the campaign will be to both raise the brand awareness and to hype the new products and services that we are introducing. We have conducted a series of focus studies and the perception of *Computerworld*, especially within the media buying community, is not as strong as it must be.

Q What are Computerworld's strengths?

A One of this company's greatest strengths is its people and their intellectual capital. Another is the power of the *Computerworld* brand. It is well-known and respected in the marketplace and throughout the world. And the third is the IDG culture that fosters innovation and team spirit.

Q Why were you eager to join Computerworld?

A Computerworld is a company on a journey of transition from the print to the online world and ironically back to a subscription-based revenue stream. I am privileged to be here to help guide the company on this journey. The culture at IDG that values people and their innovative spirit and the wealth of talent and energy here at Computerworld were the reasons I was eager to take on this challenge.

Q What are your top three goals for Computerworld and how are you planning to meet them?

A 1. Meet our budget. The biggest hurdle that we are facing here is the soft market. We will meet our expenses, but revenue is certainly the major issue.
2. Position Computerworld for the future by launching a series of new products, services and a branding campaign.
3. Revitalize the Computerworld team and expand the *Computerworld* brand. We are making strides in building a team atmosphere and a 'can-do' attitude within the company.

Q Why are you so confident about the ultimate success of Computerworld's online efforts?

A I predict that the Internet will undergo the same transformation that the television industry has undergone in the past two decades. Some 15 to 20 years ago, TV was free and totally dependent on advertising revenues. Today, the majority of the audience pays for the signal they receive at home. They even pay for the non-premium channels. The rent is for the quality of the signal and for the premium content. The same change will occur in the Internet medium. Companies that can provide value-added content will be able to charge a premium for their services. We will have subscribers that will want to view the premium content, people who just want to surf for free and people who will pay per view.

Q Are there companies out there that you admire for their transitions from the "old economy" to the "new economy"?

A Charles Schwab is clearly the best example of an old economy company that made the transition to the new economy in a very successful manner. Another is Lands End. They have made innovative usage of the Web and technology to market themselves, and their stock price at one time — notwithstanding the current conditions — benefited from that innovative use of technology. Amazon.com is the best example of the creation of a totally new model. They have their issues, but you cannot take away from the innovative aspect of their model and even the execution of their strategy and vision.

Job share

continued from page 1

mands of full-time jobs and family needs. Long-time friends, the pair decided to take advantage of their similar skill sets and propose a job-sharing arrangement.

After the proposal cleared HR, Bloom and Freedman presented the concept to both of their groups. "We were fortunate that both said 'yes,' and we ended up flipping a coin to decide who we'd work for," Freedman said. The International group won, and the pair began the job share in November 1998.

IDC gained the equivalent of six days of work each week from one shared position, with each partner working 24 hours weekly. Bloom and Freedman both come in Wednesdays for planning meetings and split the rest of the week with Freedman working Monday and Tuesday and Bloom in the office Thursday and Friday.

Each partner has her own laptop and docking station in a shared office. Frequently checking each other's e-mail and voice mail so no message gets overlooked, they are vigilant about copying each other on everything and clearly communicating to their group. Their routine has been interrupted only briefly, when in 1999 each had a second child.

Last July, Bloom and Freedman took on the marketing programs manager position for IDC's Services group and were promoted to director, marketing programs, earlier this month. Some of the projects they've had a hand in for Senior Analyst **Ned May** are representative of their work: creating an analyst spotlight on IDC.com, writing press releases, promoting reports and organizing a Webcast. "The team of Lisa and Beth is a great asset to IDC," he said. "They clearly get more done than any one person could accomplish in the same time."

"The best part of a job share is that you can have two different strengths in one position," said Vice President/Services Group Marketing **Virginia Lehr**. "With Lisa and Beth, I have to say they are the perfect match – they actually know what the other is thinking. It's so important to find two very compatible people with similar work values."

Freedman said she appreciates the benefits that have accrued to both parts of her life. "The job share has given me extra days to do special things with the kids. But I'm so glad to have a chance to keep up to speed with what's going on in the workplace. When you see how fast everything changes – like what the Web has done to transform our jobs – it's a good feeling to be able to be a contributing member of the workforce."

Cindy Panzera and Kristin Wattu

Network World (Southborough, Mass.)

This Network World job share team proved their worth for 15 months, and when company needs changed, they were perfectly situated to pursue their individual interests and still remain with Network World on their part-time schedules.

Following her maternity leave with daughter Jenna, Kristin Wattu returned to her marketing communications manager job at Network World in September 1999 on a reduced schedule of four days a week but soon realized fewer days would better suit her needs.

Around the same time, Marketing Specialist /Graphics Designer Cindy Panzera wanted to work a 30-hour week in order to keep benefits and spend more time with her two young children.

Wattu came up with a job share proposal to split Panzera's position. "Kristin's strongest argument was that we had experience and a proven track record of working well together," Panzera said.

"It was difficult to step down, but I really love working at Network World, and I would do anything to stay here," Wattu said. "My proposal focused on the benefits to the company – they'd keep two trained, self-sufficient employees and gain 50 hours of work a week out of one 37.5-hour/week position."

Wattu worked two 10-hour days and Panzera worked three 10-hour days, none of which overlapped. They produced the sales collateral that Network World's sales reps use to sell ads, served as the liaison for the East Coast sales reps if they need supplies or marketing swag, and brainstormed promotional ideas. Network World also benefited from their extended evening schedule because they could support the sales force on the West Coast after a col-

continued next page

TERR CROCI

Kristin Wattu *(left) is in her eighth year at Network World and* ***Cindy Panzera*** *is in her fourth. They're usually not in the office together, but the photo was taken when one stopped in for a co-worker's birthday party.*

Workstyle guidelines get all parties on the same page

To properly set the stage for any kind of alternative work arrangement – job sharing, flexible work schedules in terms of hours or days worked, telecommuting, etc. – business units should have a written set of guidelines.

Network World's "Workstyle Practices" guidelines, for example, include the company's philosophy behind offering flexible work styles, who is eligible to participate, definitions of different workstyles and general guidelines for employees and managers.

"The goals is to assure any workstyle agreement meets the business objectives and meets the employee's need for flexibility with their work schedule," said Vice President/Human Resources and Business Services **Monica Brunaccini**. "Usually when a workstyle agreement is reached, there is a 30- to 60-day trial period to make sure the arrangement is working well for everyone." Network World's guidelines recommend reviewing the flexible work practice quarterly.

Brunaccini noted that not all positions or departments are well-suited for alternative work arrangements. "Our guidelines assist the employee and manager in determining if an alternative is possible and would successfully work for all parties," she said.

For more information contact Monica Brunaccini at mbrunaccini@nww.com.

IDG

Week of April 23, 2001

Administrative Assistant (CSG)
IDG Corporate Services Group has an opportunity for an Administrative Assistant supporting the Corporate Finance and Budgeting Department. Responsibilities include assisting with the monthly financial reporting process, general office support including word processing, data entry and filing along with other projects. The successful candidate will be resourceful, have strong organization skills, the ability to prioritize and the flexibility to accommodate changing assignments. The ideal candidate will have excellent communication skills, strong attention to detail, and the ability to multitask in a fast paced, deadline oriented environment. Prior business experience and effective PC skills (MS Word, Excel) and knowledge of Lotus Notes preferred. *Location: Framingham MA*
Contact: J. Carty, Email: **jennifer_carty@idg.com**

Ad Sales Assistant (CXO)
CXO Media is looking for a high-energy individual to provide sales support to the Chicago, IL sales team. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. You will also be responsible for general office management including: travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and rfp's and acting as the main contact for building and office equipment related issues. Ideal candidates have a customer service orientation and thrive in a fast pace environment, strong writing skills and attention to detail, excellent multi-tasking skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 1-3 years business experience. *Location: Chicago IL*
Contact: T. Gump, Email: **tanya_gump@idg.com**

Customer Service Representative (IDC)
This is a permanent full-time position located in a busy sales office (Irvine, CA). Responsibilities include supporting multiple full-time sales people with proposal generation, proposal follow up and other customer service functions. This position will work directly for VP, Software Sales and will also involve working with VP, Software Sales on special projects. Heavy client interaction and excellent telephone skills are a must for this position. Ability to multi-task is also a must for this position. Position requires strong PC skills including proficiency in Word and Excel. *Location: Irvine CA*
Contact: Email: **idc_jobs@idc.com**

Online Advertising Coordinator (ICI)
IDG Communications is looking for an Online Advertising Coordinator in the San Francisco office. Reporting into the Director of Online Ad Operations, the main responsibilities for this position include trafficking online advertising campaigns, monitoring online advertising campaign fulfillment, generating client tracking and analysis reports, monitoring the overall performance of specific sites within the IDG network, and performing site analysis and research on specific IDG websites. This position requires strong skills in Excel, analytical skills for data and statistical manipulation, the ability to work with deadlines, and strong communication skills for both sales and client interaction.
Location: San Francisco CA
Contact: S. Wu, Email: **su-tsen_wu@idg.com**

Marketing Coordinator (WEC)
As an intricate part of the Marketing Team, the Marketing Coordinator will assist in the production of direct mail materials and show guides. The successful candidate will manage outside vendors, coordinate Web site content, coordinate sales materials, write promotional copy and be able to work well in a team environment. This position demands a detail-oriented, assertive communications professional with 2-3 years of experience in business related field. In addition, project management skills and proficiency in Microsoft Word, Excel and Powerpoint. Bachelor's degree required. Tradeshow experience helpful. *Location: Framingham MA*
Contact: C. Cotter, Email: **cydney_cotter@idg.com**

Event Operations Coordinator (WEC)
IDG World Expo Company is seeking an Event Operations Coordinator to support the Operations Manager on all operational and logistical aspects for industry tradeshows. Responsibilities include exhibitor services, in-hall logistics, such as placing orders for telecommunications, security, room layouts, catering, and signage, as well as on-site registration operations. Two to four years related experience, industry knowledge, and excellent communication skills required. The position requires a high energy, team oriented individual who has solid organizational and PC skills (MS Word and Excel), and can operate effectively in a growth-oriented environment. Travel Required.
Location: Framingham MA
Contact: C. Cotter, Email: **cydney_cotter@idg.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

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league departed at 5:30 p.m.

The team shared the same desk, computer, phone and voice mail, and while they kept separate e-mail accounts they checked each other's e-mail. On a typical project, one partner would get the editorial copy for a new sales sheet and do an initial layout, including trying to locate appropriate graphics. The next day, the other would track down the graphic and polish the layout.

Needless to say, the personal benefits to their part-time schedules are priceless. "I feel so much more relaxed," Panzera said. "I really try to use my two days off to spend time with my kids, and leave the errands and chores for the weekend."

LESLIE BACHAND

IDC's **Anne Schneider** (left) is approaching her fourth year with the company while **Moira Keating** just wrapped up her second.

This past January their manager asked them to consider keeping their schedules but taking on two different jobs to meet the needs of their growing department. "Their job share was working out beautifully," said Director of Marketing **TerryAnn Croci**, "and this new arrangement is working out well for them as well as for Network World. As product manager for Network World Fusion, Wattu is focused on her forte, marketing, while Panzera is exclusively focused on what she likes best – graphic design."

Anne Schneider and **Moira Keating**
IDC (Framingham, Mass.)

Anne Schneider and Moria Keating have been a job share team at IDC Human Resources in Framingham, Mass., since March 2000. Before then, Schneider worked three days a week as a corporate recruiter for IDG Human Resources and occasionally helped Keating, then an IDC HR representative, with IDC's heavy recruiting load. When Keating learned she was expecting her first child, she thought Schneider would be the perfect person to handle recruiting while she was on maternity leave. Before she could suggest the idea, Schneider, then a mother of two, confided that she was also pregnant. "I said, 'No! You're my back-up plan!'" Keating recalled with a laugh.

At the time, Schneider had been considering switching to an HR generalist role. IDC Vice President HR/ Education **Debbie Bernardi** knew Keating wanted to continue working but not necessarily full-time and encouraged them to put together a proposal. The pair got approved right after Keating delivered Katie – five weeks early – in October 1999. Schneider's daughter Sophie was born two months later.

Schneider and Keating provide recruiting and HR services for the 130 employees in three IDC groups. Each partner works three days and they overlap on Tuesdays, when they schedule meetings they both have to attend and hand off assignments. They help each other check references and get offer letters printed and mailed in between addressing the daily stream of questions from employees.

Keating participates in the biweekly HR staff meetings on Monday by conference call. They often spend an hour or so in the evening at home reviewing e-mail, which is plentiful since they copy each other on everything.

"As a team, Anne and Moira are always customer-focused and do what it takes to make sure that they are up to date and able to handle any client issue," Bernardi said. "This takes a lot of coordination and collaboration. We have two great people with great ideas and backgrounds while allowing them work/ family balance. It's a win-win for all!"

One extra challenge to the pair's work life is that while they share an HR generalist job, Keating, an HR manager, supervises Schneider, who began as an HR representative. "Since my background had been in recruiting and sales, I was taxing Moira a lot to get up to speed with the generalist job," Schneider said. "I did have to be more available at the outset, since I wanted to be sure I was providing the support," Keating noted. And Schneider learned the ropes, earning a promotion to senior HR representative earlier this month.

The job share has brought them personal and professional rewards. "I get a lot of satisfaction hiring people into IDC, and of course I love being home with my kids," Schneider said. "Spending those extra days with them actually gives me a lot more patience. But when it's time to work, I'm ready to be here. Being at work is actually easier!"

Keating agreed. "I love being with Katie, but I get incredibly charged by what I do at IDC. Anne and I enjoy the groups we support tremendously. There are a lot of ingredients that go into making this arrangement work, but the cornerstone of our success is the support we receive from both our HR team and our internal clients. We feel very fortunate that everything has worked out so well." WU

spotlight on the job

A sales force: PC World Account Manager Leslie Piper's on the go from dawn 'til dusk

"There is never enough time in the day," said *PC World* Account Manager **Leslie Piper**. On days when she's at her desk, she makes upwards of 25 to 30 phone calls to contacts at technology vendors and advertising agencies. By studying the firms' Web sites, reading the business press and *PC World*'s competitors she tries to stay on top of what all of her clients – which can number 30 or more — are doing regarding product announcements, advertising and business strategy and tries to come up with innovative marketing ideas that will help them achieve their goals.

IDG WORLD UPDATE

"As long as you're prepared and can anticipate what questions are going to come up, you're OK," says PC World Account Manager ***Leslie Piper.***

Piper's territory is the San Francisco Bay Area, and her mandate is to call on agencies and IT vendors and sell them advertising programs in *PC World* magazine and PCWorld.com. "Basically, my goal is to bring in a lot of money from advertisers and make sure there's nothing left on the table for competitors," she said.

> *"Basically, my goal is to bring in a lot of money from advertisers and make sure there's nothing left on the table for competitors."*
>
> *— Leslie Piper*

She currently has 15 new accounts, five of which she has been working with for a few months. "As soon as a new prospect falls off, a new one pops up," she said. "Some take longer to sell than others. We just closed an account that we first started talking to about two years ago."

Piper considers *PC World* to be a partner with the agencies and vendors she deals with. "We sell integrated marketing programs," she explained. "A program may include six pages of advertising over a 12-month period in *PC World* and a three-month sponsorship on PCWorld.com, along with a custom publishing project."

No two days are alike, according to Piper, nor are any two sales calls. She said she tries to be out in front of clients with her *PCW* PowerPoint presentation as much as possible and that her goal is to make 10 in-person sales calls per week. Some meetings are to provide clients with market research. "I take the initiative to share the research information," she said. "This helps keep their relations with *PCW* fresh and make us stand out in a positive way against our competitors. Then you end up having the client rely on you." Other sales calls are to new agencies or vendors who need to understand *PCW*'s position in the market vs. its competitors, its rates, editorial, product categories and how *PCW* can reach buyers in their particular market category.

She claimed she is often intimidated by her vendors' technologies. "I'm lucky in that my fiance is an IS manager, so he's able to explain things to me. I try not to get too wrapped up in the technical stuff but rather try to understand who would buy a particular product. This helps me position *PC World* to clients."

After a day of client visits she said she comes back to her office in San Francisco and follows up with e-mails and more phone calls and sets up future visits.

"I'm constantly calling people, schmoozing them, taking them to lunch and sending them pieces of research," she said. "I've also started sending out monthly newsletters to some of my big agencies to keep them abreast of all the editorial coverage their clients receive in the print *PC World*." The newsletters include updates on any new advertisers in the magazine, editorial highlights in upcoming issues, as well as updates on any news, research or market information in a particular technology category they should be aware of.

"I think the best thing you can do for your customers is to add value by keeping them updated on their market, and always keep them abreast of how your magazine can help them accomplish their marketing goals," she said.

A graduate of California State University/Fullerton with a B.A. in communications advertising, Piper started at *PC World* in 1991 as a sales assistant and was promoted in 1992 to account representative selling a direct marketing program. Later moving to *InfoWorld*, CMP and a failed Internet start-up before returning to *PC World* last August, Piper said the best thing about her job is working with some of the brightest people in the industry. The worst? "Working with people who don't put *PC World* on the buy!"

service anniversaries

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Ann Finn *Network World*

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Penny Winn *IDG World Update*

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Norma Mena *IDG Argentina*

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Dot Caspersen *CXO Media*
Christian Christiansen *IDC*
Michael Melenovsky *IDC*

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Manuela Guerra *IDG Spain*

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Lynn Wright *Digit (U.K.)*
Yuichi Tsujimura *IDG Japan*
Kaoru Iwakiri *IDG Japan*
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Brian Wood *Network World*
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Jennifer Malkasian *IDG List Services*
John Pallozzi *ITworld.com*
Natasha Tan *IDC Singapore*
Lau Tong-Yen *IDC Singapore*
Dorothy Turcotte *IDC*
Peter Short *IDC*
Caroline Gargnier *IDC France*

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Kevin McKean *PC World*
James Motch *PC World*
Rafael Sosa *PC World*
Toula Karayan *Computerworld*
Petra Hallstrom *IDG Global Solutions*
Charlie D'Angelo *ITworld.com*
Monika Seres *IDG Germany*
Eva Calo *IDG Spain*
Philip Wallas *IDC*
Maritza Gorra *IDC*
Kathleen Krier *IDC*
Demetrios Louloudes *IDC*
James DeCleene *Mac Publishing*
Heidi Tanakatsubo *ITcareers*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

IDC Directions
April 30
Taiwan
www.idc.com.tw/Directions

IDC Directions
May 2
Sydney, Australia
www.idc.com.au/events/directions

The Central and Eastern European IT Forum
May 17-18
Prague, Czech Republic
www.idccentraleurope.com/forum/forum.php?forum=cz170501

B2B and eMarketplaces: What's Really Going On?
Breakfast Briefing
May 17
Sydney, Australia
www.idc.com.au/events/bb

noteworthy people

Promotions

IDC Associate Vice President **Terri Bergstrom** has been promoted to vice president, Enterprise Consulting Sales. "Terri has been running the overall Enterprise Consulting Sales team, responsible this year for nearly $19 million in consulting sales to our 20 Enterprise Major Accounts, as well as the non-IT vendor accounts covered by the Global Enterprise Advisory sales team," said Group VP **Brad Thorpe**. "At this point the group is overall at 115% of plan, and Terri, who also personally handles IBM, Hewlett-Packard and Unisys, is at nearly 200% of her personal plan, having worked successfully with her IDC colleagues and IBM over the last six months to secure a $3.5 million custom project with IBM, the largest ever in IDC's history. A 25-plus year veteran of IDC and IDG, Terri's professionalism and sales drive have led her to be Salesperson of the Year in 1995 and 1996, Consulting Salesperson of the Year in 2000, as well as helping lead the Enterprise Consulting group to over 100% of its FY 2000 target. As a key IBM client recently said, 'We value her input and are fortunate to have her working with IBM.' "

New employees

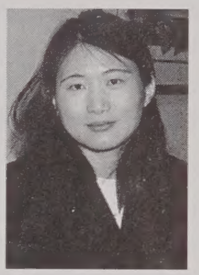
Dan Newman joins IDC Japan as a telecommunications industry analyst. Before joining IDC he worked for Nihon Keizai Shimbun America, Inc., the U.S. arm of Japan's business daily newspaper, as an editor and translator focusing on telecommunications and the Bank of Japan. He holds a B.A. in sociology from the University of Albany. A runner, he recently placed eighth in a two-mile race and 97th out of 2,200 in a half-marathon.

IDC Framingham's Service group has hired **Zhu Jie** as a research analyst. She was previously a project manager with China Heavy Machinery Corp. She holds two degrees from the University of Birmingham (U.K.), an M.B.A. and a Ph.D. from the School of Manufacturing and Mechanical Engineering. Away from the office she enjoys reading.

Database Administrator **Kalyan Samanta** comes to IDC Framingham IT group from his role as senior developer with Starpoint Solutions. He holds a B.A. in computer science and engineering from Jadavpur University in Calcutta and finds time for music and movies.

Previously a marketing manager with Imagine Media's Game group, **Joanna Colombo** has been hired by Mac Publishing in San Francisco as a marketing manager. She holds a B.A. in organizational communications from Sacramento (Calif.) State University and enjoys golf, cycling and going to the beach.

Bergstrom


Zhu

Samanta

Colombo

IDG WORLD UPDATE PHOTOS

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Glassock, Walsh, Hart are winners in *IDG World Update* survey drawing

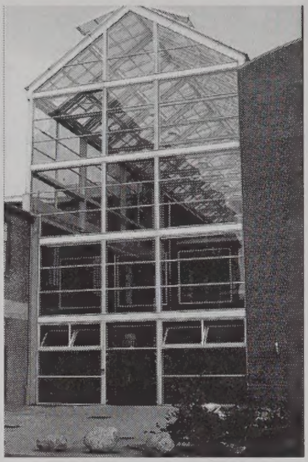
Thanks to everyone who took the time to answer the IDG World Update Online survey in the March 19 issue. **Andrew Glassock** (IDG Australia), **Merrill Walsh** (IDC) and **Deanne Hart** (IDC) were the winners of the random drawing among all respondents and will receive IDG duffel bags.

Check out IDG World Update Online (www.idgworldupdate.com) for company news, an events listing, a do-it-yourself classified ad section, back issues, IDG resources and more.

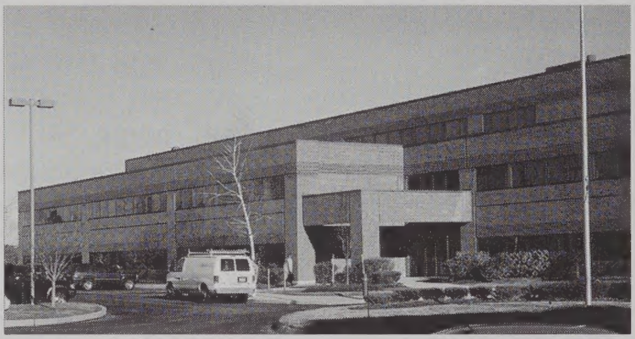
Some of the items currently listed for sale in the classifed ad "Marketplace" section are: Honda Accord, Chevy cargo van, children's furniture and dining room set; for rent: summer cottage on Cape Cod; and wanted: home for beautiful cat and advice on scenic drives from Avignon, France, to Paris.

Marketplace is for the use of any IDG employee worldwide.

Mystery buildings contest continues



Which IDG business units occupy these office buildings? See the April 16 issue of *IDG World Update* (also available at www.idgworldupdate.com) and enter the Mystery Buildings Contest, which includes these photos and two others. Send your answers for all four photos to world_update@idg.com by May 8. Those with correct answers will be entered into a random drawing for three IDG T-shirts.



and finally

IDC Australia readies for move

As of May 1, IDC Australia will relocate to the following address:

157 Walker Street, Level 3
North Sydney, NSW 2060

Phone and fax remain unchanged:

Tel: +61-2-9922-5300
Fax: +61-2-9957-2330

Anzac Day

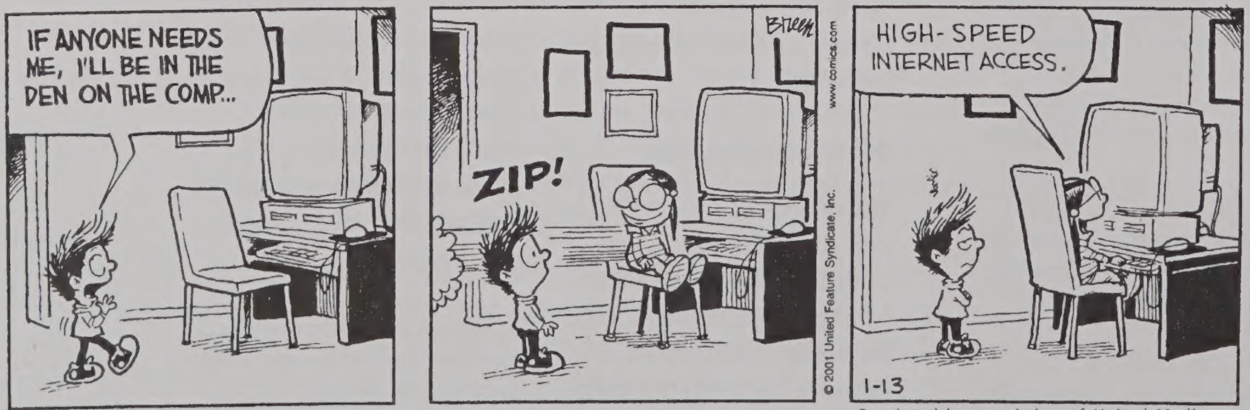
On April 25 — Anzac Day — Australia and New Zealand commemorate World War I's Gallipoli campaign in Turkey. When World War I began in 1914, Australia had been a federal commonwealth for only 14 years, and the new national government was eager to establish a world reputation. Australian Prime Minister Joseph Cook offered 20,000 soldiers to the war efforts; they became known as Anzacs for Australian and New Zealand Army Corps. The soldiers formed part of the Allied expedition to seize the Gallipoli peninsula to open the way to the Black Sea for the Allied navies. The plan was to capture Constantinople (now Istanbul), capital of the Ottoman Empire and an ally of Germany.

Early on Sunday morning, April 25, 1915, the soldiers landed at Gallipoli in the dark and under heavy fire from the Turkish defenders, climbed steep cliffs covered in prickly scrub and won a foothold on the plateau and ridges above. What had been planned as a bold stroke to knock Turkey out of the war quickly became a stalemate, and the campaign dragged on for eight months with little respite from the heavy bombing, shells and mines because the front lines were so close to each other. Finally on Dec. 20, 1915, after 7,600 Australians and nearly 2,500 New Zealanders had been killed and 24,000 more wounded, the pressures of other areas of the war led to the evacuation of the survivors of Gallipoli.

Today commemorative services across Australia and New Zealand are held at dawn, the time of the original landing, and ex-servicemen and women join in marches through the major cities and many smaller towns.

-- http://awm.gov.au/atwar/anzac_tradition.htm

GRAND AVENUE® by Steve Breen



IF ANYONE NEEDS ME, I'LL BE IN THE DEN ON THE COMP...
ZIP!
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Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 3 Post Office Square, 4th floor, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

IDG WorldUpdate

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WWW.IDGWORLDUPDATE.COM

IDG.net signs Google to provide enhanced search capability

It takes one to sort one. 'Googol' means 10 to the hundredth power, which is probably about as many stories, product reviews, research reports and other pieces of IT-related content that IDG has on its sites around the world. Google, the Mountain View, Calif.-based search-engine firm was recently contracted to provide the search capabilities for IDG's gateway site, IDG.net (www.idg.net).

IDG WORLD UPDATE

IDG.netters outside their San Francisco office. (Back: l-r): ***Ingrid Thompson****, editor;* ***Tim Moynihan****, managing editor;* ***Bill Cappel****, technical director;* ***Greg Thompson****, systems administrator. Middle row:* ***Mark Cappel****, editor-in-chief;* ***Alexis Barrera****, systems analysis programmer. Front:* ***Agness Kaku****, design and development manager;* ***Liz Twitchell****; editor;* ***Kristina Nielsen****, marketing manager;* ***Alexa Wriggins****, audience development manager;* ***Jen Guevin****, editor;* ***Alan Thompson****, audience development coordinator;* ***Jeff Julian****, president and publisher.*

Jeff Julian, president and publisher of IDG.net, said it is common practice to go to an outside firm for a search engine. "What is a little different about this deal is that most times you buy the search software from someone and then integrate it into your site," he said. "In this case, Google is acting as an application service provider." (Other sites using Google technology include Yahoo!, NEC and MarthaStewartOnline.)

Before partnering with Google, IDG.net was using UltraSeek technology on its servers. This worked "OK," according to Julian, "but we felt that we needed to step up in both performance and speed. Many sites don't pay as much attention to search quality as they should. It is the second most popular Internet activity behind e-mail."

He said Google's SiteSearch technology was adapted for IDG.net with Google creating indices according to IDG.net's specifications. "We develop parameters for a searchable index for 'product reviews' and they create it for us," Julian said. Search

continued on page 5

PC World, InfoWorld, Macworld capture nine Maggies

For a complete list of the nine Maggie Awards bestowed on IDG publications, see page 5.

Scooping up awards in eight categories, IDG made an impressive showing during the Folio: West show this month in Los Angeles. *PC World*, *InfoWorld* and *Macworld* took home nine Maggie Awards for editorial and design excellence from the Western Publications Association (WPA).

"IDG is extremely proud to have been honored by the WPA again this year," said **Kelly Conlin**, IDG president and CEO. "IDG's continued recognition is a testament to the talent and accomplishments of our editors and to their unrivaled commitment to provide the highest level of editorial quality and design innovation to maintain IDG's position as the leading source for technology information."

PC World led the way with five awards, including Best Computer Publication; *InfoWorld* took home three and *Macworld* one.

"Our core mission is to provide technology decision makers with the knowledge they need to drive change in their organizations," said **Michael Vizard**, editor-in-chief of *InfoWorld* and *CTO Magazine*. "[These] awards, and the other accolades we've received, highlight InfoWorld Media Group's legacy of editorial integrity and unparalleled insights."

Since 1988 *PC World* has won a record 22 Maggie Awards. "This is a tribute to the hard work and journalistic talent of our staff, who have firmly estab-

continued on page 5

newsworthy in brief

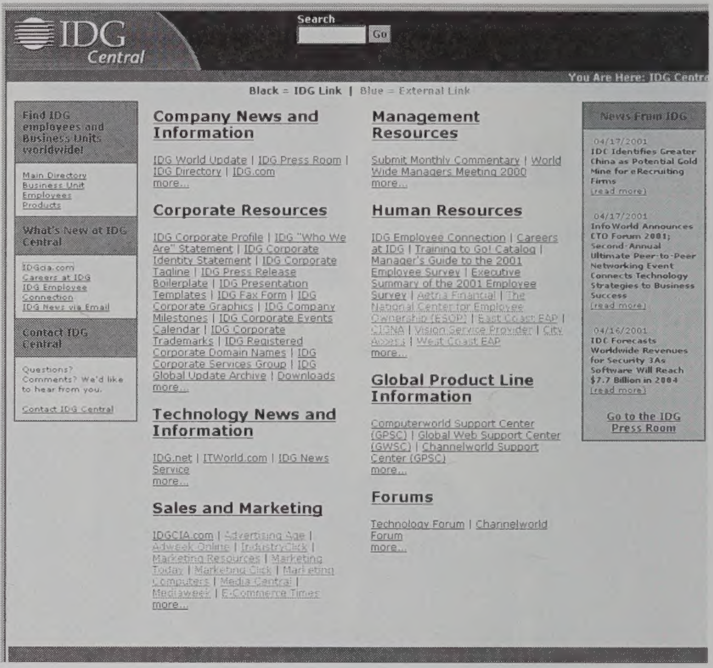
IDG Central unveils new and improved information resource for employees

IDG Central, the company's internal directory of Internet resources available to IDG employees, last month unveiled a new look and significantly enhanced functionality. The site's design is now consistent with the IDG "look and feel" first unveiled with the new IDG.com corporate Web site in October 2000, according to IDG Global Communications President **Jeff DeBalko**.

Employees visiting the site (www.idgcentral.com) will find links to a host of online resources including internal and external Web sites, interactive forums and company news. Among them are links to the IDG Directory, the IDG Press Room, IDG World Update Online, training resources, the jobs database and IDG's Global Product Support Centers.

Just as IDG.com is promoted as the worldwide IDG customer service center, IDG Central aims to position itself as the worldwide IDG employee service center. To that end, a new query feature has been added to the site. Employees with questions about IDG may click on the "Got a question about IDG?" button and submit their question to Global Comm's customer service team. Turnaround time for answers is one business day.

Employees with suggestions for useful industry sites to be linked to the IDG Central site are encouraged to contact IDG Global Communications with the URLs at idgcentral@idg.com. WU



Black = IDG Link | Blue = External Link

Find IDG employees and Business Units worldwide!

Main Directory
Business Unit
Employees
Products

What's New at IDG Central

IDGcia.com
Careers at IDG
IDG Employee Connection
IDG News via Email

Contact IDG Central

Questions? Comments? We'd like to hear from you.

Contact IDG Central

Company News and Information

IDG World Update | IDG Press Room | IDG Directory | IDG.com
more...

Corporate Resources

IDG Corporate Profile | IDG "Who We Are" Statement | IDG Corporate Identity Statement | IDG Corporate Tagline | IDG Press Release Boilerplate | IDG Presentation Templates | IDG Fax Form | IDG Corporate Graphics | IDG Company Milestones | IDG Corporate Events Calendar | IDG Corporate Trademarks | IDG Registered Corporate Domain Names | IDG Corporate Services Group | IDG Global Update Archive | Downloads
more...

Technology News and Information

IDG.net | ITWorld.com | IDG News Service
more...

Sales and Marketing

IDGCIA.com | Advertising Age | Adweek Online | IndustryClick | Marketing Resources | Marketing Today | Marketing Click | Marketing Computers | Media Central | Mediaweek | E-Commerce Times
more...

Management Resources

Submit Monthly Commentary | World Wide Managers Meeting 2000
more...

Human Resources

IDG Employee Connection | Careers at IDG | Training to Go! Catalog | Manager's Guide to the 2001 Employee Survey | Executive Summary of the 2001 Employee Survey | Aetna Financial | The National Center for Employee Ownership (ESOP) | East Coast EAP | CIGNA | Vision Service Provider | City Access | West Coast EAP
more...

Global Product Line Information

Computerworld Support Center (GPSC) | Global Web Support Center (GWSC) | Channelworld Support Center (GPSC)
more...

Forums

Technology Forum | Channelworld Forum
more...

News From IDG

04/17/2001
IDC Identifies Greater China as Potential Gold Mine for eRecruiting Firms
(read more)

04/17/2001
InfoWorld Announces CTO Forum 2001; Second Annual Ultimate Peer-to-Peer Networking Event Connects Technology Strategies to Business Success
(read more)

04/16/2001
IDC Forecasts Worldwide Revenues for Security 3As Software Will Reach $7.7 Billion in 2004
(read more)

Go to the IDG Press Room

IDG Central contains links to both internal (noted in black) IDG sites as well as helpful, industry-related external sites (noted in blue). Employees are welcome to send suggestions for additional links to IDG Global Communications.

IDG's Canadian partner changes name to IT World Canada

Laurentian Technomedia, Inc. (LTI), IDG's Toronto-based publishing partner since 1989, this month announced that it has changed its name to IT World Canada Inc. to more accurately reflect its position as the leading multimedia provider of IT information in the Canadian market.

"Over the past few years, we've transformed ourselves from a traditional print publisher to a multimedia information provider," said IT World Canada President **Andrew White**. "LTI didn't really mean a lot to readers; it didn't instinctively tell anyone that the company is the 'entry' to IT in Canada."

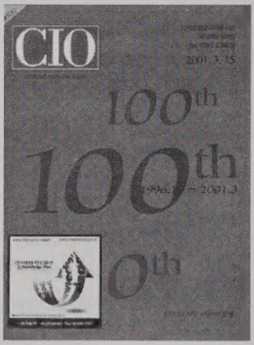
IT World Canada cuurently produces six IT titles: *Computer-World, Network World, CIO Canada, CxO Canada, Lac Carling Government Review* and *IT World.*

In addition, the company maintains the country's leading online resource for Canadian IT professionals: itworldcanada.com. Its print and online information sources are complemented by a host of other services including trade shows, research, custom round tables, focus groups and list and e-list rentals.

IT World Canada has grown over the past several years to become the market leader in information delivery to Canadian IT professionals. Recent figures from The Auditor place the company at 65% market share compared to its closest competitor, which claims only 35%. WU

CIO Korea celebrates its 100th issue with awards program

The Ides of March were happy ones for the staff of *CIO Korea* as the publication celebrated its 100th issue with a party in Seoul for Korean CIOs and vendor representatives. "*CIO Korea* was established in 1996 when there were very few CIOs in Korea," said CIO Korea President **Richard Kim**. "But *CIO Korea* and the CIOs have grown together."



The event's highlight was the presentation of the magazine's Best CIO and Best CEO/CIO Partnership Awards. *CIO Korea* contacted 250 CIOs by telephone and e-mail and asked them for nominees in each category. The best partnership award went to Sang-Boo Yoo and Kyeong-Ryul Ryoo, CEO and vice president/CIO, respectively, of Pohang Iron and Steel Co. L.G. Caltex, Inc. Vice President and CIO Jong-Chul Park received the Best CIO award, saying, "The award means that I have to work harder."

Hoon Shin, previously CIO of Asiana Airlines and now president/CEO of Kumho Engineering Co. received a special award for his contribution as the first chairman of the CIO Korea Roundtable. *CIO Korea* created the Roundtable in 1998, and the meeting/seminar series brings together 30 to 40 Korean CIOs 10 times a year.

For more information contact CIO Korea Director of Foreign Affairs **Hyun-Hak Lee** at hh_lee@ciokorea.com. WU

executive Q and A

Andrew White
The president of IT World Canada is this week's guest columnist. He may be reached at awhite@itworldcanada.com.

IT World Canada Inc. at-a-glance

Year company became an IDG partner 1989

Location Toronto, Ontario

Number of employees 65

Publications *ComputerWorld* (biweekly); *Network World* (biweekly), *CIO Canada* (monthly), *CxO Canada* (bimonthly), *Lac Carling Government Review* (8 issues a year), *ITWorld* (monthly).

Web site ITWorldCanada.com

Recent accomplishment(s)

- Became the clear leader of IT trade publishing in Canada in FY2000 with an average 63% share of the enterprise market.
- Network World Canada hit 80% share of its market in May 2000.
- Our Web site exceeded annual budget projection by the 2nd quarter of FY2001.

***Q* Can you give us a brief rundown of your competitive environment?**

A Canada is an enormous country, larger than the U.S. Unfortunately we don't have many people! (approximately 30,000,000). The bright side is we all have really big backyards. The downside is there's not the same level of advertising activity as there is south of the border in the U.S.

Our competition comes primarily from one major publisher within Canada: Plesman Publications, which was recently acquired by media giant Trans-Continental. Plesman owns competitive publications in each of our markets as well as a strong reseller magazine. CMP has made some attempts to establish itself here but has not been very successful. Rumor has it, it's about to try again.

***Q* Can you give us a brief rundown of your operation?**

A We are lucky to have all our titles managed under one roof. This allows for a lot of cooperation between business units and, more importantly, allows us to manage all the reader information in a single database. Internally, our publishing group is broken into two areas: the Executive group, which includes *CIO*, *CxO* and our executive government product *Lac Carling Government Review* (LCGR); and the Enterprise group, which includes *ComputerWorld* and *Network World*. The publications each leverage the resources of our events group. We have a central Web site called ITWorldCanada.com serving all of the publication brands as well as providing a great deal of unique content for our readers.

***Q* What are the issues involved in doing business in a relatively small market next door to the huge U.S. market?**

A Our biggest problem having the U.S. as a neighbor is that it makes it impossible for us to publish any 'bookstand' products. Our 'little Canadian magazines' don't stand a chance next to heavyweights like *PC World* and *Macworld*. U.S. publications control about 80% of newsstands in Canada. As well, some U.S. clients (who tend to control the budget decisions for Canada) believe the spillover into this country from the advertising they do in U.S. publications is sufficient for their needs.

***Q* Your Web business is making a profit. What's the secret?**

A Quality not quantity. Over and above the cross-promotion with our print products, we find that by sharing all the publication subscriber data we can drive high-quality traffic to the site. As our circulation group continually contacts readers to update subscriber information, we take the opportunity to survey them for key topics of interest. This forms the base for a number of information portals on our site. There is constant communication between ourselves and our readers through e-newsletters, alerting them to the arrival of new information. By linking the e-newsletter information back to our circulation database, we know who is in the Web site and where they go. Once advertisers understand this, it becomes a lot easier to entice them to sponsor the various portals and the newsletters. Over 80% of our revenue comes from sponsorships and, most importantly, this revenue is not tied to activity or click-throughs.

***Q* Following several years of steady market share gains, you registered a remarkable 10-point gain in market share in the last 12 months. What has happened?**

A In general it's the result of a lot of hard work and effort from our entire team. They have come together to promote the company and vision. We have tried very hard to ensure our people understand the value of working together. By continually asking ourselves how an action of one group may impact or benefit elsewhere within the company, we get optimum 'bang for the buck' from the available manpower. Two items stand out in particular. First, our getting closer to our readers and tracking their interests and needs. We have the best database of IT professionals in the country. It's taken us a lot of time, effort and money to build and maintain this, but now it's really paying off. We differentiate ourselves from our competition by providing support and services well beyond print. These include custom publications; Web banners; portal sponsorships; access to reader groups through custom round tables, focus groups or mini-conferences; trade shows, road shows; list rentals; e-list rentals; and research.

Another important development is that we better serve our key clients by creating an 'A-team' (made up of the senior operational management) who visit our customers to give a special presentation about our company and the services we can offer. This allows us to quickly hone in on areas that really interest them, without the need to have five or six separate sales calls from each publication and division. In summary, the power of our company is the synergy of our content and community. We are big enough to do it all, and small enough to change direction and stay ahead of our customers needs.

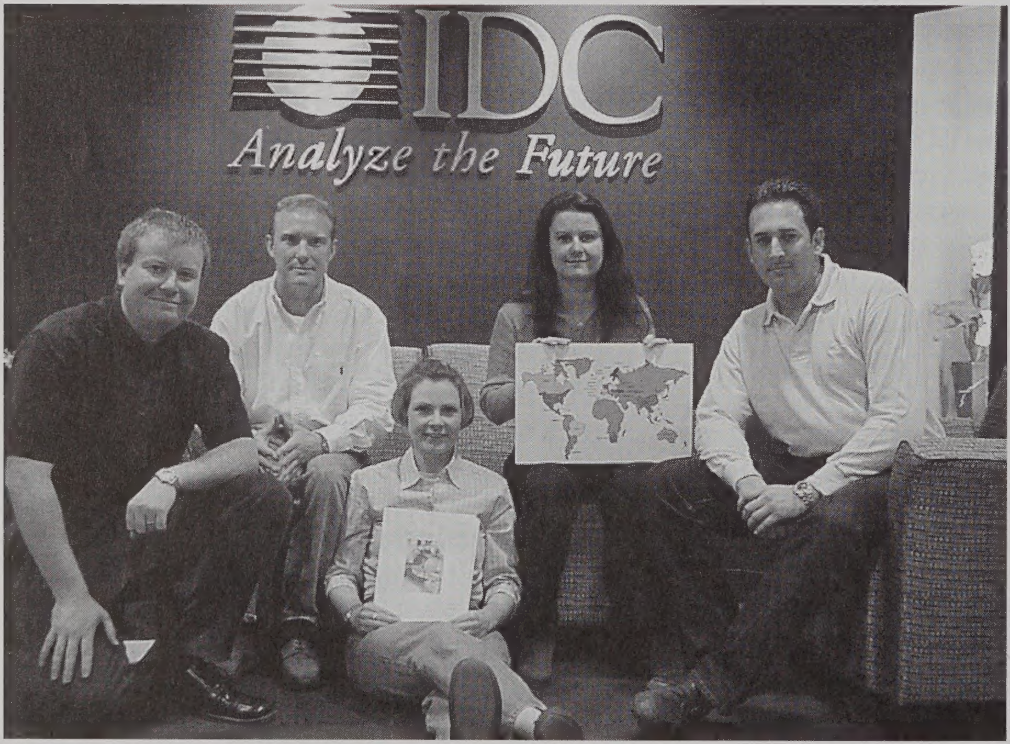
IDC emphasizes economic analysis in global program

> *"When GITEO was conceived last year, it wasn't in response to any slowdown in the economy, but more to leverage the ISI in a more effective way. We want to understand the deeper insight into what's going on with the economies in these 55 countries. Now, as it turns out, the timing for this program is just excellent."*
>
> *— Stephen Minton*

IT companies have enough of a challenge gaining a solid understanding of their home country's economic and business environment, government regulations, technology spending levels and telecom and Internet infrastructure. What happens when they try to penetrate an international market or boost sales in a foreign country? Often they don't know where to turn to get the comprehensive information they need to succeed.

IDC now has a solution for those companies: the Global IT Economic Outlook Research Program (GITEO), which uses an analytical approach unique among market research firms, said Program Manager **Stephen Minton**. "The traditional IDC angle was to look at the market from the industry side, figuring out what economic conditions are unique to the industry and how the industry is affected by those economic conditions. Now we're also looking at the IT market's impact on the overall economy, and vice-versa. We're considering both sides now."

GITEO is home to the Information Society Index (ISI), which had been researched and sold as an independent entity within IDC. Jointly developed with World Times Inc. for the past five years, the ISI measures information capacity and wealth around the world and ranks countries based on their ability to access and absorb information and information technology and their investment in IT infrastructure. *(*See *IDG World Update* Feb. 19, 2001 or go to www.idc.com/ITOver/ISI.htm.*)* Clients receive a bulletin with preliminary findings from the annual ISI early in the year followed by two detailed reports with current data and forecasts.



LESLIE BACHAND

The Framingham, Mass.,-based members of the GITEO team are (l-r) ***Stephen Minton, Kevin White, Michelle Berube, Ludovica Bruno*** *and* ***Juan Orozco.***

"When GITEO was conceived last year, it wasn't in response to any slowdown in the economy, but more to leverage the ISI in a more effective way," Minton said. "We want to go beyond the ISI as a rankings program and understand the deeper insight into what's going on with the economies in these 55 countries. Now, as it turns out, the timing for this program is just excellent."

In addition to the ISI, clients get six major reports and a variety of topical bulletins per year. GITEO officially debuted April 26 via a telebriefing focused on the slowing U.S. economy. Minton, Senior Analyst **Kevin White**, and Chief Research Officer **John Gantz** addressed how the current economic landscape will affect business, which technology vendors will be most affected by the 2001 slowdown and what strategies clients should use to insulate themselves against regional economic fluctuations.

GITEO is part of the Gantz-led Global Research Organization, a group of 14 programs that focus on global research and provide ongoing insight into IT directions and spending patterns.

In addition to Minton, a three-year veteran of IDC U.K. who relocated to IDC's Framingham, Mass., office in February and White, previously an economist with the Canadian government, there are five others on the GITEO team. **Ludovica Bruno** is the lead analyst on ISI, and **Juan Orozco** is lead analyst on the *IDC Worldwide Black Book*, an annual compilation of end-user IT spending data in 35 product categories. **Michelle Berube** is the marketing specialist. At IDC U.K., **Vicky Hawksworth** and **Fung-Yee Tang** handle European-focused analysis.

Minton pointed out that even though GITEO's big-picture research is an essential component of business planning, it is actually a new concept for some customers, mainly those in companies that came of age in the '90s and never knew anything but a booming economy.

The GITEO team has briefed IDC's European sales force on the program and aims to do similar presentations in Asia soon. The program reflects IDC's international strength, given its reliance on the *IDC Black Book* for much of its data as well as economic forecasts that will be derived from IDC analysts in the regions who have an intimate understanding of the issues in their countries.

Minton may be reached at sminton@idc.com. WU

Week of April 30, 2001

Sr. Tax Accountant (CSG)

IDG's Corporate Support Group is searching for a Senior Tax Accountant to join the tax team. The individual in this position will be responsible for the preparation of the consolidated federal and state income tax returns as well as sales tax and other miscellaneous tax returns. This position will assist in the year end tax provision for the company's financial statement audit and contribute to ongoing tax planning and research projects. Candidate will also have the opportunity to assist with the federal, state income, and state sales tax audits. This is a fast paced, busy environment with the opportunity to gain exposure to the different areas of tax. Candidates must be detail oriented with the ability to stay focused in an area of constant change. A Bachelor's degree is required; an accounting background is a plus.
Location: Framingham MA
Contact: J. Snow, Email: **jennifer_snow@idg.com**

Staff Accountant (CSG)

Tired of the same old, predictable routine? Do you miss working with people? If you want professional challenge and variety, yet a stable, secure and balanced environment, we want to talk to you. International Data Group, internationally acclaimed producer of IT publications, research and trade shows is seeking a mature, customer-oriented individual to join our Corporate Accounting team as a Staff Accountant. In this dynamic, consulting environment you will perform full month and year-end closings for several subsidiaries, handle operational accounting issues, and inter-company transactions while providing excellent customer service. The successful candidate will have keen attention to detail, self-motivation, ability to lead/mentor others, a BA/BS in accounting, 4+ years of experience, above average communication and diplomacy skills. Knowledge of Lotus and Excel a strong plus. Location: *Framingham MA*
Contact: J. Carty, Email: **jennifer_carty@idg.com**

Tax Accountant (CSG)

IDG's Corporate Support Group is searching for an experienced Tax Accountant to join the tax team. The individual in this position will be responsible for the preparation of the consolidated federal and state income tax returns as well as sales tax and other miscellaneous tax returns. This position will assist in the year end tax provision for the company's financial statement audit and contribute to ongoing tax planning and research projects. Candidate will also have the opportunity to assist with the federal, state income, and state sales tax audits. This is a fast paced, busy environment with the opportunity to gain experience in the different areas of corporate tax. Candidates must be detail oriented with the ability to stay focused in an area of constant change. A Bachelor's degree is required. 2-3 years of income tax experience is preferred. An accounting background is a plus. *Location: Framingham MA*
Contact: J. Snow, Email: **jennifer_snow@idg.com**

Community Page Editor (CWI)

Computerworld, the newspaper for IT leaders, is seeking an editor/writer to oversee, produce, coordinate content for multiple online communities on the computerworld.com site. In this important role, you will work with other Computerworld staffers and various third parties to monitor and provide a variety of content aimed at four specific community of users - - security, Windows 2000, wireless, and E-commerce - - while also searching out alliances, partnerships and content-sharing with relevant groups. Content will come from a wide variety of sources, including, but not limited to, the community page editor. This person will also assist with community moderation and outreach efforts and work in a team environment to recruit and manage participation on the site from the membership. This position requires an enthusiastic self-starter with an ability to take a leadership role. Demonstrated writing and editing skills are a must, along with excellent interpersonal skills. Applicants should possess an editorial and/or community background, with a solid understanding of the computer industry and IT professional community - This editor must be able to connect with and understand the user community, in order to drive readership to the Computerworld site and its new communities pages. Experience with Web page design and graphics and Web Crossing software would be a plus. *Location: Framingham MA*
Contact: P. Sheer, Email: **piper_sheer@computerworld.com**

Go to http://careers.idg.com to view all current opportunities at IDG

Flugelman Intern/Community Builder (CWI)

Computerworld is seeking an experienced Community Builder to help support the interactive initiatives of a new, exclusive community and also help support existing Computerworld communities. The Community Builder will work with other community team members to plan, execute and moderate online events; foster development of chat rooms and message boards; write documentation; and contribute, as needed, to online programming that will attract IT executives. Through successful moderation, s/he manages the flow of the conversations online by participating in the conversations. You will need an understanding of IT and management issues and online facilitation skill are also important. The Community Builder will also be responsible for answering member questions, leveraging members to be community contributors, running, interpreting and distributing log data, and developing customer care programs based on the results of the data. Excellent interpersonal skills, writing ability, professional manner, and a drive to excel with customer care are necessary. Prior community-building experience, a college degree and a deep familiarity with the Web are also required. WebCrossing software experience helpful as is an understanding of senior level IT issues. This is presently a temporary position established for a 6 month timeframe with the potential for extension of establishment of a full-time, regular status role. During the period of temporary status, the individual in this role will not be eligible for company benefits.
Location: Framingham MA
Contact: P. Sheer, Email: **piper_sheer@computerworld.com**

Marketing Associate/Researcher (CWI)

Computerworld is seeking an entry level marketing associate/researcher. This position offers a great opportunity to experience all aspects of marketing from a hands-on position. The marketing associate will be responsible for: processing all member registration information, maintaining demographic information on the community, conducting marketing related projects, coordinating and updating marketing packets and press kits, tracking and logging direct mail and telephone inquiries and writing reports. Candidates should be web savvy and be able to interact at the executive level. Strong writing skills and attention to detail are also very important. 1-2 years previous work experience in a customer- centric environment is preferred. *Location: Framingham MA*
Contact: P. Sheer, Email: **piper_sheer@computerworld.com**

Senior Editor/Writer (CWI)

Computerworld's Community group is looking for a Senior Editor/Writer to provide unique, targeted content for a new, gated community focused on the needs of CIO-level IT executives. Responsibilities include strategizing content and events, maintaining the editorial content on the site, posting that content to the site, conceptualizing/assigning or otherwise generating (whether via third parties, members or by writing themselves) copy for the site, and where needed, editing that copy. This person will also assist with community outreach efforts and work in a team environment to recruit and manage participation on the site from the membership, while also searching out alliances, partnerships and content-sharing with relevant groups. They will also help monitor and moderate some discussion groups Some travel is required. Applicants should have strong writing skills, at least three years experience covering the high-tech industry and an understanding of issues relevant to a CIO-level audience. Editing and prior web community experience a plus, as is experience with Web page design and graphics. *Location: Framingham MA*
Contact: P. Sheer, Email: **piper_sheer@computerworld.com**

Web Designer/Developer (CWI)

Computerworld is seeking a Web Designer/Developer. The primary responsibility of this role is to outline and develop user interface features, site interaction, and special elements to support business objectives. Involves working with product marketing and development to create new features and ongoing enhancements as well as supervising their transition through development, testing and launch. Qualified candidates should have a 3-5 year mix of web and print design experience, an appreciation for challenge and innovation, and skill with Web tools and related technologies. These would include very strong HTML skills in both Mac and PC environments, Photoshop, BBEdit, GoLive or equivalents. Familiarity with CSS, CGI and Javascript would be great, as would experience with current content management systems, especially Vignette's StoryServer. Additional knowledge of SQL, Tcl or ASP would be excellent as well. If you're used to working in a Unix environment, preferably on a community or e-commerce site, this will be a very interesting place to work. Design skills should include familiarity with Illustrator/Freehand, Fireworks, Quark Express, Flash. *Location: Framingham MA*
Contact: P. Sheer, Email: **piper_sheer@computerworld.com**

Go to http://careers.idg.com **to view all current opportunities at IDG**

Research Analyst, Leasing Evaluation Service (IDC)

IDC's Leasing Evaluation group has an opportunity for a high-energy team player. The ideal candidate will be able to predict the future value of investments in technology assets and articulate to our clients the rationale behind the numbers. Research analysts are responsible for independently forecasting the residual value of a variety of server products and publishing current fair market values for these same products. Frequent contact with clients, leasing companies and re-marketers of computer equipment via phone is a critical part of the job. In addition, research analysts are responsible for writing comprehensive research reports and periodic news flashes. This position requires a good understanding of financial concepts and technology, as well as excellent communication and project management skills. Knowledge of the technology leasing business is a plus. Bachelor's degree in economics, finance or computer sciences is desired together with advanced spreadsheet modeling skills. This position is based in our *Framingham, MA* office.
Contact: Email: **idc_jobs@idc.com**

Meeting Planner/Conferences (TRV)

This position will be responsible for site selection, rfp and contract negotiations. Will work closely with individual business unit conference managers and travel department, and will assist in managing and implementing on-line travel and housing. Tradeshow planning and marketing experience a plus, preferably within the high-tech industry. Communication, negotiation and organizational skills essential to success. Candidate must have excellent attention to detail, have ability to multi task, and have strong computer skills. Supervisory experience a plus. Travel is required. *Location: Framingham MA*
Contact: C. Cotter, Email: **cydney_cotter@idg.com**

Go to http://careers.idg.com to view all current opportunities at IDG

PC World staffers made their presence known at the recent Maggie Awards in Los Angeles. (l-r): ***Andrew Brandt,*** *senior associate editor;* ***Harry McCracken****, executive editor;* ***Kim Zetter****, senior associate editor;* ***Tom Mainelli****, senior associate editor;* ***Beth Kamoroff****, assistant art director;* ***Grace Aquino****, associate aditor;* ***Peggy Watt****, senior editor and* ***Fane Wolfer****, senior copy editor.*

Maggie Awards

continued from page 1

lished *PC World* as the 'Best Computer Magazine' it is," said **Kevin McKean**, editorial director. "For PCWorld.com to win 'Best Home Page Design' is a direct result of its recent redesign. And the art department's two trophies for print design showcase their artistic expertise in both media. My congratulations also to **Andrew Brandt**, whose award-winning 'Privacy Watch' column will soon become the first online column at *PC World* to make the transition into print."

The Maggie Awards honor the year's best editorial and design in magazines, tabloids, newsletters and online media. The WPA received more than 2,000 entries in 89 categories, representing submissions from all industries.

For more information, go to www.wpa-online.org.

And the award goes to...

IDG publications received Maggie Awards in the following categories:

Best Computer Publication – *PC World* (its fourth since 1988)

Best Non-Paid/Trade Publication (circ. over 50,000) – *InfoWorld*

Best Tabloid/Trade – *InfoWorld*

Best Regularly Featured Online Column – *PC World's* "Privacy Watch"

Best Online Publication Home Page Design – *PC World*

Best Black-and-White or Duotone Editorial Layout/ Trade – *InfoWorld*

Best Single Editorial Illustration/Consumer (tie) – *PC World, Macworld*

Best Single Editorial Photograph/Consumer – *PC World*

IDG.net

continued from page 1

requests go to Google's networked Linux server farm where copies of IDG's search indices reside and are updated. These indices are then rebuilt every day (Google normally indexes its sites once a month), allowing constantly fresh data to be retrieved more quickly and thoroughly.

"We help Google to index the data by meta-tagging and URL filtering [the IDG content]," he said. "With the potential implementation of IDGML (see *IDG World Update*, Jan. 8, 2001, "GWSC aims for IDG-wide XML format") into more IDG sites in a few months the data should even be better."

Search results are broken down into five categories – news, products, how-to, books and research. (A search on 'HDTV' yielded 259 news stories, 100 product mentions, one how-to, 13 IDC research articles and no books.) Julian said general categories were chosen because it is easier for IDG.net to add new categories, should they become necessary, than delete or change the current ones.

Four months in the making, this partnership will make the huge volume of online IDG information much easier to peruse, according to Julian. It will also improve the standing of IDG's content in Google's own search engine site (www.google.com), due to the more frequent indexing and higher relevance rankings IDG content will receive on Google's site, thereby driving more visitors to IDG sites.

Individual IDG business units can also take advantage of Google's SiteSearch technology for their own sites for a reduced price. The business unit determines the number of indices they want to create, then Google indexes and searches through the Google servers. (To see how the search would work on a limited basis for various IDG business units, click on the Options link under the Search button at IDG.net, then restrict a search to any North American business unit. For international sites click on the IDG Worldwide category in IDG.net's lefthand column and chose from several languages.) Any business unit interested in using the search engine should contact Julian at IDG.net.

Julian said IDG.net aims to make IDG content more accessible to users looking for technology information and at the same time give IDG sites better access to their users. "We do this through four different methods — IDG.net the site, IDG.net newsletters, search engine/directory seeding, and partnerships, such one with CNN," he said. "All of these activities make it easier for users to find IDG content and at the same time puts IDG content in front of customers when they need it. "

IDG.net averages slightly more than 1 million unique visitors a month, with page views of about 3 million per month. "IDG.net also delivers more than 1.5 million visits to various IDG online sites a month," Julian said. "We can deliver more visits than visitors to IDG.net because of partnerships and search engine deals like this one. Many times a user doesn't even see IDG.net but just goes straight to the IDG site from a search engine or directory."

Contact Jeff Julian at jeff_julian@idg.net.

noteworthy people

Fox

IDG WORLD UPDATE

Kowalski

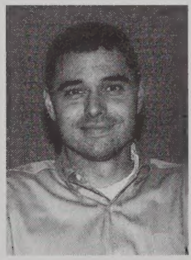
LESLIE BACHAND

Chen

IDG WORLD UPDATE

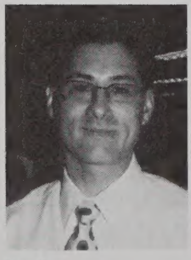
North

JILL FIORETTI



Ireland

IDG WORLD UPDATE



Budka

IDG WORLD UPDATE

Promotions

InfoWorld Senior Production Manager **Judy Mallman** has been promoted to director production/manufacturing. "Judy has made valuable contributions to our organization since she started here over 11 years ago," said **Joe Benway**, InfoWorld chief operating officer. "She was instrumental in moving our traditional production processing to the fully digital computer-to-plate printing process that we have today. More recently, Judy and her team successfully managed the streamlining of ITCareers production — no mean feat — which has enabled recruitment advertisers to use a single source to reach the audiences of a number of IDG publications."

Production Manager **Deb Guilfoyle** moves up the *InfoWorld* ladder to associate director production/manufacturing. "Deb is a 14-year veteran of *InfoWorld*. Her leadership in the planning and direction of our manufacturing process has made *InfoWorld* one of the most efficient publications in all of IDG," said IW COO Joe Benway. "She has also played a crucial role in resolving the myriad of manufacturing issues that have surfaced during our redesign project. In her new role, Deb will become more involved in managing additional aspects of prepress and manufacturing."

New employees

Previously national sales manager for games at Flipside.com, **Greg Fox** is now regional sales manager for *GamePro*. He graduated from Babson College in Wellesley, Mass., with a B.A. in marketing and entrepreneurial skills and likes to mountain bike, surf, ski and follow the Boston Red Sox.

IDC Framingham has hired **Sandra Kowalski** as director, corporate marketing services. She was previously director of corporate communications with the Tower Group. She earned a B.S. in education from the University of Connecticut and an M.B.A. from Boston's Northeastern University. Away from the office she enjoys gardening and landscaping, piano and performance driving.

Most recently with Accountemps, **June Chen** is IDC Framingham's new associate financial analyst and will be reviewing and booking Sekai contracts. She holds a B.A. in electrical engineering from Beijing University and an M.A. in physics from the University of Western Ontario in London, Ontario. In her free time June enjoys swimming and photography and would like to add Europe to her travel repertoire that already includes many Asia/Pacific countries.

Research Director, Storage Software **Bill North** comes to IDC Framingham from Adaptec where he was director of business development. He holds two degrees from MIT, a B.S. in electrical engineering and another in humanities and engineering. When not coaching youth sports he enjoys photography and the guitar.

Greg Ireland, previously manager of market intelligence at CommerceTV, is now a research analyst with IDC Framingham. He holds a B.A. in history from American University in Washington, D.C., and an M.S. in information science from the University of Illinois. Outside of the office he finds time to work out at the gym.

After 15 years of running her own freelance editorial and translation firm, **Joy Waldron Jasper** comes to IDC in Framingham as a research editor in the Publication, Services and Technologies group. She holds a B.A. in English from the University of Santa Fe (New Mexico) and enjoys gardening and geneology. St. Martin's Press will publish her book, *The USS Arizona: The Ship, the Men, the Attack,* in October.

Network World has hired **Shaun Budka** as manager of custom media solutions. He was previously publisher and president of *FirstTime Dad* magazine and its Web site www.dadsworld.com. He earned a B.A. in biology from Brandeis University in Waltham, Mass. An ardent rower and boater, he also rollerblades and restores old sports cars.

Previously marketing services coordinator with Community Newspaper Co., **Lesley Willard** joins ITworld.com as an interactive reporting specialist, coordinating reporting of online and Webcast results for customers. She earned a B.A. in English from the University of Massachusetts/Amherst and enjoys jewelry making, crafts, hiking and spending time with her new nephew Spencer.

Standard Media International has hired **June Sargent** as senior vice president, consumer marketing and strategy. She was most recently vice president of consumer marketing at Red Herring Communications, responsible for the management and development of all strategic growth and operational circulation programs for *Red Herring*. She has held similar marketing positions at INMAC, a subsidiary of MicroWarehouse, and CATALYST, the National Consumer Guide.

Chad Dickerson joins InfoWorld Media Group as chief technology officer, overseeing all aspects of the business unit's technology, including infrastructure, networking, software development, site production and desktop support; he will also contribute a monthly column to the magazine. Chad most recently held the same post at Salon.com and has served as director of applications development and technical product manager at CNN Interactive, Webmaster at Cox Interactive Media (formerly the *Atlanta Journal-Constitution*'s Interactive Studio), and Internet developer at the *Raleigh News and Observer*.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18

Mette Lautrup *IDG Denmark*

14

Julio Attala *IDG Venezuela*
Emilia Garcia *IDG Spain*

12

Basilio Rodriquez *IDG Spain*

11

Ruggero Vota *IDG Italy*
Hans Henrik Brunnmayr *IDG Germany*
Svenja Mohn *IDG Germany*
Franz Josef Reismann *IDG Germany*

10

Ágnes Héjjas *IDG Hungary*
Nilde Meregalli *IDG Italy*
Silvia Langford *IDG Germany*

9

Hajnal Fikó *IDG Hungary*
Katalin Zimányi *IDG Hungary*
Rosa Guerinoni *IDG Italy*
York von Heimburg *IDG Germany*

8

Sándor Keizer *IDG Hungary*

6

Wolfgang Böhler *IDG Switzerland*
Urs Flückiger *IDG Switzerland*
Klaus Krabbe *IDG Denmark*
Suzi Cristina da Costa *IDG Brazil*
Nieves Santana *IDG Spain*
Dan Chupka *ITworld.com*

5

Art Jahnke *CXO Media*
Sharon Gaudin *Network World*
Michelle Mitchell *InfoWorld*
Bernd Seidel *IDG Germany*
Cornelia Neft *IDG Germany*
Adam Jadczak *IDG Poland*

4

Zoltán Márki *IDG Hungary*
April Jacobs *Network World*
Klaus Lackner *IDG Austria*
Marcelo Bula Locci *IDC Brazil*
Jörg Langer *IDG Germany*

3

Malene Uhre *IDG Denmark*
Uffe Meier *IDG Denmark*
Simone Freire *IDG Brazil*
Marco Goes *IDG Brazil*
Kazuo Yamauchi *IDG Japan*
Elisabeth di Meola *IDG Germany*
Michael Lang *IDG Germany*
Fatima Kratz *IDG Germany*
Helga Mandl *IDG Germany*
Irene Helfenbein *IDG Germany*
Christian Schmidt *IDG Germany*
Joe Greene *IT World Canada*
Steve McHale *IT World Canada*
James Miller *Computerworld Singapore*

2

Amy Scott *IDG World Expo*
Frank Araullo *IDG Global Communications*
Cynthia Lim *IDC Singapore*
Teréz Berényi *IDG Hungary*
György György *IDG Hungary*
Mariann Gyürkés *IDG Hungary*
Veronica Trotto *Network World*
Sonja Christian *IDG Austria*
Jesper Bille Haun *IDG Denmark*
Jorge Magalhaes *IDG Brazil*
Wagner Larina *IDG Brazil*
Francesco Pignatelli *IDG Italy*
Tobias Bauer *IDG Germany*
Beena Streiter *IDG Germany*
Greg Linde *ITworld.com*

1

Agness Shigeko Kaku *IDG.net*
Elizabeth McMahon *IDG World Expo*
Melissa Lampert *IDG List Services*
Max Zhang *IDG Asia*
Owen Edwards *CXO Media*
Pedro Villafane *IDG*
Sally Ellison *CXO Media*
Mae Lee *IDC Singapore*
Sándor Opovszki *IDG Hungary*
Leonardo Antonio Dantas Ventocil *IDC Brazil*
Pall Allan Møller *IDG Denmark*
Jill Pianna Dahl *IDG Denmark*
Daniela Braun *IDG Brazil*
Akira Honma *IDG Japan*
Atsuo Yamamoto *IDG Japan*
Masatoshi Ono *IDG Japan*
Tom Ölschlager *IDG Germany*
Thomas Jüptner *IDG Germany*
Christiane Dreisbusch *IDG Germany*
Anette Kniffler *IDG Germany*
Dagmar Schütze *IDG Germany*
Ana Segura *IDG Spain*
Tricia Leo *Computerworld Singapore*
Roland Lim *Computerworld Singapore*
Rob Hailstone *IDC U.K.*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

B2B and eMarketplaces: What's Really Going On?
Breakfast Briefing
May 17 (Sydney, Australia)
May 18 (Melbourne, Australia)
www.idc.com.au/events/bb

Computerworld's Premier 100 IT Leaders Conference
May 20-22
Rancho Mirage, Calif.
www.premier100.com

VORTEX 2001
May 22-25
Dana Point, Calif.
www.idgexecforums.com/vortex2001/about_2001.html

IDC Storage Forum
May 23-24
The Fairmont San Jose
San Jose, Calif.
www.idc.com:8080/Events/svf01/default.htm

IDC contributes $3,115 from Directions evaluations to American Diabetes Association

LESLIE BACHAND

IDC President and CEO ***Kirk Campbell*** *(right) accepts a certificate of appreciation from Joseph McManus, the American Diabetes Association's district manager for community events. IDC contributed $5 for each completed evaluation from its U.S. Directions conferences this year to the organization, donating a total of $3,115. Proceeds from last year's evaluations benefitted the Breast Cancer Research Foundation.*

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Paul McNamara** wil have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's new book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* screen sweeps.

Honorable mentions

"Talk about a flip phone! I queried the GPS feature to see where I was and it responded, 'You're on a camel, you damn fool.' "
Dirk Coburn, *IDC*

"So I get 100 free minutes, a free carrying case, a free adapter and this camel? Do you mind if I call my wife to see what she thinks?"
Stephen Kridle, *Hungry Minds, Inc.*

"Hope that camel doesn't 'download' now."
Jane Jordan, *IDG*

Sprint's "Service that Won't Desert You" ad campaign was a dud from the start.
Chris Hart, *IDC*

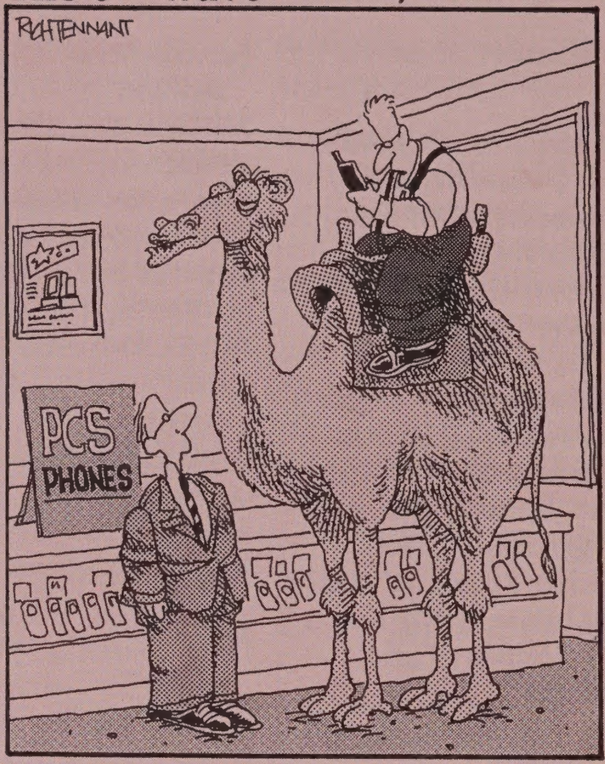
As we get ready for a hot summer, we're proud to introduce our new phones using PCS — Personal Camel Service.
Simon Salamon, *IDC*

"That's odd. According to my new palmtop GPS, this should be Cairo."
Gerald Chopik, *IT World Canada*

"After wrecking two of my previous cars while driving and talking on the phone, this is the only thing I could get insurance for."
Eos de Feminis, *Macworld*

"Now where did you say I could plug this thing in to recharge while I'm on the road?"
Dave Reinsel, *IDC*

The 5th Wave By Rich Tennant



"No roaming charges, right?"
Paul McNamara, *Network World*

"When you said these were 'roaming charges' I didn't know that included food."
Amanda Fox, *CXO Media*

Camel: "I can go without water for three months. These people can't go without a cell phone for three days."
Joe Kendell, *CXO Media*

"So, do I need a dual-mode or tri-mode phone to roam in Abu Dhabi?"
Eric Haruki, *IDC*

"I think my GPS in on the fritz..."
Kevin Cronin, *ITworld.com*

Rich Tennant's original

"So, what kind of roaming capabilities does this thing have?"

DILBERT® by Scott Adams

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4/4/01
AND ONE OF THE QUALITY ASSURANCE GUYS IS LOOKING PALE...

and finally.

New address for Turkish partner

IMG Bilisim Yayinlari, publishers of *PC Life Turkiye* and *Computer Life Turkiye*, have moved. The new contact information follows:

IMG Bilisim Yayinlari
Istiklal Cd. Ors Turistik Is
Merkezi
No: 251-253 Kat: 5
Beyoglu 80060
Istanbul, Turkey

Tel: +90-212-292-8210
Fax: +90-212-292-8211

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 3 Post Office Square,4th floor, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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VOLUME 31, NUMBER 19

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

IDC's eWorld survey shows e-business didn't collapse in dot-com crash

eWorld booklet available

IDC has produced a handy booklet with one-paragraph profiles of the economy in each of the 27 countries represented in the eWorld 2001 study. The *eWorld 2001 Gazetteer Planner* includes each country's population, GDP, forecasted IT spending in 2001, Information Society Index ranking, number of Web users and total aggregate e-commerce for the period 2001-2004.

If you are interested in receiving a booklet, contact **Amie White** at awhite@idc.com.

IDC's recently completed landmark survey, eWorld 2001, might have a short name but it's big on substance. The largest, most comprehensive global study of Internet and e-business adoption ever undertaken comprises tens of thousands of responses from CIOs and IT managers, Internet executives and consumers in 27 countries.

IMAGES STUDIOS

*IDC Chief Research Officer **John Gantz** fields a question during a satellite media tour that included a 30-minute live interview with Sam Donaldson on ABCNews.com.*

Employees in more than 30 IDC offices spent most of this year on survey development, survey roll-out and information collection. The final results reveal the market trends, concerns and factors that will dictate what IDC estimates will be more than $5 trillion invested over the next few years as businesses develop more efficient ways of conducting e-business worldwide. Web access and usage, mobile application support, online expectations, IT spending and localization of Web sites are just a few of the topics discussed in the study.

Thanks to eWorld's detailed reporting, companies using the data can identify where business opportunities — such as introducing e-mobile products, creating e-commerce sites, supporting e-marketplaces and e-business infrastructure — are greatest and how much in resources should be set aside to target these opportunities.

In addition, the survey findings contradict many popular assumptions about the Internet market. For example, despite the recent shakeout among dot-

continued on page 5

Reader demand spawns NetSmart training and education portal

*Among those who helped bring NetSmart to life are (front row, l-r): **Manav Seghal**, Web software engineer; **Bill Zhang**, senior Web software engineer; and **Charley Specktor**, director of business development, NW Fusion. Back row, l-r: **Anne Nickinello**, director of new media services; **Debra Becker**, director, marketing and audience development; **Michele Zarella**, director, events business development; and **Tom Kroon**, senior software engineer/architect. Not pictured: **Robin Azar**, VP, seminar and events; **Puneet Narang**, manager of database technologies; **Mike Draper**, VP, systems and technology; and **Debi Vozikis**, senior imaging specialist.*

MIKE DRAPER

Getting smarter just got a lot easier for *Network World* readers who are now just a few keystrokes away from a new training and education portal that allows them to access a host of educational resources right from their desks.

NetSmart (www.nwnetsmart.com) was developed in response to reader demand for an easy, one-stop source for training and certification information, noted **Michele Zarella**, director, events business development. The site allows IT professionals to access an extensive selection of certification and training programs, seminars and online boot camps for technologies such as security, optical networking, local-area networking, wide-area networking, storage, wireless and Web infrastructure, Zarella said.

continued on page 7

newsworthy

in brief

Hungry Minds' Frommers.com earns Webby Award nomination

Let the voting begin!

Frommers.com has been nominated for a Webby Award in the Best Travel Web site category. Known as "the Oscars of the Internet," the Webby Awards celebrate the best of what the Internet has to offer in terms of innovation, creativity and originality.

This year 135 sites in 27 categories are contenders for the fifth annual Webby Awards, to be held July 18 in San Francisco. As a nominee, Frommers.com is also eligible to win a People's Voice Award. Voting is open to the public through July 4 at www.webbyawards.com. People's Voice Award winners will be announced during the Webby Awards Webcast on July 18. Formerly a wholly owned IDG business unit, the Webby Awards is now an independent company in which IDG retains a financial interest, and IDG remains a sponsor of this year's Awards.

ARTHUR FROMMER'S BudgetTravel online www.frommers.com

A leader in online travel information, Frommers.com draws more than 1.7 million unique visits per month and over 7 million monthly page views. The site features in-depth reviews of hotels, restaurants, attractions, shopping and nightlife for over 2,000 destinations from its best-selling travel series Frommer's Complete Guides.

The Web site provides in-depth destination profiles worldwide that include "Getting to Know" the area sections, maps, hard-to-find information on side trips, walking tours, helpful toll-free numbers and useful terms and phrases. It also features Arthur Frommer's Daily Newsletter with daily travel bargains and tips for the cost-conscious traveler.

Frommers.com was selected from 50 online travel sites that were evaluated by industry experts. The other Webby nominees in the travel category are Expedia (www.expedia.com), Iexplore (www.iexplore.com), IgoUgo (www.igougo.com) and Tom Parson's Bestfares.com (www.bestfares.com). WU

IDG Denmark's JobWorld site takes its ad campaign to the streets

Taxi riders in Copenhagen will have an up-close look at the IDG's local recruitment logo.

IDG Denmark's JobWorld team is driven to succeed, so last month they picked a vehicle – literally – to publicize their country's No. 1 IT jobs database. A neon green taxicab will be cruising the streets of Copenhagen for the next year, adorned with JobWorld logos and the Martian creature that's the symbol of IDG's 15-country JobUniverse network (www.jobuniverse.com).

The taxi is just one of several initiatives from JobWorld Denmark to enhance and maintain their market-leading position. The newly relaunched site (www.jobworld.dk) features a series of new tools that dramatically improve the chances for a perfect match between the qualifications of the job applicant and the needs of the employer. In addition, a full-time journalist from IDG Denmark's online group who covers human resources issues now also writes for JobWorld.

With approximately 50,000 page impressions and 5,000 unique visitors per week, JobWorld offers Denmark's most complete coverage on career development within the IT job sector. For more information, contact Sales Manager **Vibeke Kloth** at v.kloth@idg.dk. WU

Four IDG products included in BtoB Media Power 50 list

CIO, PCWorld.com, *The Industry Standard* and TheStandard.com were represented in the BtoB Media Power 50 list announced late last month. *BtoB*, subtitled "The Magazine for Marketing and E-Commerce Strategists," analyzed ad revenue and audience and polled more than a dozen top media buyers and advertisers for their opinions on the most powerful and targeted b-to-b advertising venues. A panel of editors, reporters and media buyers then chose the Media Power 50 and the overall top 10.

While it fell from the top 10 spot it occupied last year, *The Industry Standard* was included in the Business Publication category. "So far, it is faring best among the new economy titles following the tech wreck," noted the listing. *CIO*, with its powerhouse targeted audience of C-level executives overseeing average IT budgets in excess of $85 million, made the IT Magazines category.

Media Power 50 SPECIAL REPORT

In the Web sites category, PCWorld.com's listing read "A staple of the IT industry, the site survived the dot-com crash to remain a dependable vehicle to reach end users." About TheStandard.com the panel remarked: "Recently relaunched, this site was one of the first to support the new banner ad sizes promoted by the Interactive Advertising Bureau."

For more detailed information go to www.btobonline.com/cgi-bin/pages.pl?link=11. WU

executive Q and A

Kumaran Ramanathan
IDG Global Solutions/EMEA's Vice President International Sales is this week's guest columnist. He may be reached at kr@idg.com.

Insight into service level agreements

Earlier this year, IDG Global Solutions EMEA signed a service level agreement (SLA) with Banner Corporation, which is part of the WPP Group and Europe's leading integrated technology marketing agency. It is considered to be the media industry's first SLA between an agency and a publisher. In this column, **Kumaran Ramanathan** describes this pioneering agreement and how other business units might build stronger, more seamless relationships between themselves and the ad agencies with which they work.

Q What is a service level agreement?

A The purpose of a service level agreement (SLA) is to transform the agency/publisher relationship from what might be viewed as just a buyer-seller arrangement to a genuine two-way partnership where the emphasis is on the quality of the relationship rather than just sales alone. The terms of the agreement outline the expected delivery requirements against which both parties can be measured and introduce a process for making this happen.

For the publisher, the SLA guarantees dynamic and consistent input from the agency, which has to fully explain the reasons behind its media planning and buying decisions and provide access to the decision-making process. For the agency, the agreement ensures that it is properly briefed on the full range of media opportunities that may be relevant to the client. It also sets clear guidelines on the ways in which these proposals should be presented and justified, for the benefit of both parties.

Q Why did you decide to enter into the agreement with Banner in particular?

A Part of the strategy for IGS to deliver better revenue streams into IDG business units is to raise the bar in terms of how we communicate with our closest customers. Not settling for mediocrity and challenging how we approach our core business was fundamental to achieving our strategy. Banner International Media Director Mike Jarvis is someone synonymous with international media planning. It seemed that if we were to reach the highest standards then we had to deliver a level of service above and beyond the norm. We knew that if we could convince Mike Jarvis of our commitment then the momentum carried forward would play a key part in delivering our key goals. Banner has had SLAs in place with its clients for a considerable amount of time. Therefore it was logical that we should offer the same level of service to Banner as it offers to its clients, thus elevating our relationship to a higher plane on which both parties commit to deliver agreed-upon levels of service, information and involvement in the process of media planning and buying.

Q The agreement was signed in January. What are the initial impressions on how it's going?

A The SLA has already deepened the relationship between the two organizations. It almost feels like we are working in the same team. The IDG team is headed up by Senior Manager/International Sales Shane Hannam, and his weekly status reports have proved to be a crucial conduit to the excellent communication between the two organizations. A key aspect of quality control is the provision of weekly status reports in which we highlight new areas of concern that demand attention as well as a summary of the week's work. Major reviews take place on a quarterly basis with senior management from both parties – including Mike Jarvis and myself – who are not involved on a day-to-day basis. At these meetings agreed-upon aspects of delivery are judged openly on a sliding scale from poor to excellent. We are about to have our first quarterly meeting, and we are confident that it will go well.

Q Do you plan to sign SLAs with other agencies?

A Absolutely. SLAs with other agencies will definitely play a major part in our sales strategy for the remainder of FY2001 and beyond. Due to the positive reaction and curiosity from the marketplace since the agreement was announced we find ourselves in the position where we are being pitched by the agency community to enter into discussions with their businesses.

Q Have you heard of any other publishers following IDG's lead?

A Mike Jarvis said he believes that the agreement "is the first of its kind. Its objectives are clear and progressive and results are easily gauged. Who knows, one day it could be the blueprint for all professional media/agency relationships." We do believe that it is the beginning of a new way of doing business, and therefore we do expect other publishers — both IT and non- IT — to follow our initiative in this area. One of the reasons why we have been able to illustrate leadership in this area is that unlike our competitors IDG has always shown itself as a first-class publisher that values its core customers. Exceeding delivery requirements is something my team is encouraged to pursue, and now we have the mechanism by which we can judge our performances.

Q Do you think it is transferable to other IDG business units?

A We have already started discussions with IGS France and IGS Germany about how this agreement might be shaped to the individual markets they serve. There is no reason why other IDG business units could not benefit in a similar way. If anyone would like to discuss this further I would be delighted to share our experiences.

Peter Cernik builds visibility for *Computerworld Venezuela* on IT-focused radio talk show

Peter Cernik *says some new clients have placed ads in Computerworld Venezuela thanks to the influence of his five-days-a-week radio show.*

How do you get on the radio? It helps to have a nice voice, but better to have information that listeners want. IDG Venezuela Managing Director **Peter Cernik** has both.

Cernik is the host of "Tecnologia Hecha Palabra," an information technology and science show that airs Monday through Friday from 7:00 to 7:30 p.m. in Venezuela at 99.1 FM. The literal title of the program means "Technology In Words." "It sounds much better in Spanish," Cernik said.

The centerpiece of the show is the live interviews with local and international IT executives with offices in Venezuela. Dr. Carlos Genatios, Venezuela's Minister of Science and Technology, inaugurated the program when it launched last July. Other interviewees have included the regional executives from Microsoft, Unisys, Sybase, Nortel, 3Com, Oracle and Hewlett-Packard, among others. Many of the interviews were expanded and adapted for later publication in *Computerworld Venezuela*, IDG Venezuela's flagship publication. "Often we continue the interview off the air to add more depth to the article if we choose to print it," Cernik added.

Cernik said "Tecnologia" is the third-highest-rated radio program in Caracas between 6:00 p.m. and 8:00 p.m. for listeners ages 30 to 50 in the lower-middle to high income sectors and that, although IDG Venezuela is not officially connected with the show, he promotes IDG every day on it. "With every new issue of *Computerworld Venezuela*, I mention the publication on the air and highlight one or two pieces inside the issue," he said. "Daily news, briefs and comments I write for the show are published on our Web site [www.cwv.com.ve] and used in the printed version of *CW*. IDG's online services are frequently advertised on the show."

The program is also promoted in *CW Venezuela,* and the station runs ads in magazines and several daily newspapers in exchange for promotion on the air. "Regretfully, I have not been able to get regular *Computerworld* clients to sponsor the radio program," Cernik said, "but it has worked the other way around. Some new clients have placed advertisements in *Computerworld* thanks to the influence of the show."

"Tecnologia" is also the only local radio program with daily IT news, Cernik noted. "There are three other one-hour weekly IT radio programs, for some reason they all run on Saturday morning." Cernik said he suggested the current time slot to the radio station, knowing that prime time on radio in Caracas in the afternoon is from 5:30 p.m. to 8:30 p.m. Audience ratings are not measured after 9:00 p.m. or before 6:00 a.m., he said.

The radio program blends Cernik's IT expertise with his earlier career as a professional broadcaster. Cernik began working in local radio nearly 30 years ago and in six years was hosting several nationally syndicated radio programs that focused primarily on the music industry. Beginning in 1980 he also produced a Venezuelan television sports program for three years.

Cernik said he makes a list of guests he would like to have on the show and then calls them or suggests the idea to executives he meets at IT events. Most are happy to appear on the show, he said. "Are there company executives who *don't* want an opportunity to convey their message in any mass media?" he wondered.

It takes one or two hours to prepare each show. A production coordinator arranges the logistics of the executive interviews, as well as the live phone-in calls and other details. Besides the interviews, other show segments range from "Tecnologia Al Instante" (daily IT and science news) to "Tecnologia Para Todos" (IT ideas for home users), "Genesis" (the history of computers and telecommunications, "Glosario" (common technology words), as well as segments on new products and the Internet.

While the show is a large time commitment, Cernik said that when he has to travel he tries to pre-tape segments or send in news from the road to be read by the station's regular newscaster. "I am trying to find a co-host so that he or she become the other voice of the program and I have a little more freedom."

For more information, contact Cernik at cernik@cwv.com.ve.

Radio guests: a how-to guide

IDG Venezuela Managing Director **Peter Cernik** uses these strategies to book guests for his daily radio show.

- Mingle, go to IT events and cocktail parties. Get to know people personally and build trust and friendships.
- Take everyone seriously. Learn about the person and their company before suggesting an interview. Be dependable, open and sincere.
- Call the person you want to interview directly. Suggest more than one potential air date when possible, as executives normally have very tight schedules. Send several messages reminding them of their air date.
- People can be frightened of microphones. Help them feel comfortable before the interview and make sure they feel confident that you will help them out.

Do you have a colleague who has an interesting hobby, volunteer activity or talent? Send ideas to world_update@idg.com.

IDG

Week of May 7, 2001

Contract Administrator (WEC)

IDG World Expo is looking for a contract administrator to join the finance team. In this position you will act as liaison with corporate contract attorney, monitor and track receipt of contracts; input, maintain and update contract database; work with internal departments to coordinate contract documentation and communicate contract status; prepare monthly reports for senior management and work to identify areas for process improvement and develop procedures for efficient contract flow. The successful candidate will be a self-starter and have knowledge of MS Office applications; specifically the ability to understand and retrieve data using Microsoft Access; strong communication and follow through skills. Associate's degree in business, legal or related field preferred but not necessary. 3+ years experience in a business related field. *Location: Framingham MA*
Contact: C. Cotter, Email: **ccjobs@idg.com**

Sales Operations Coordinator (NWI)

In this position you will work closely with, and support the sales, operations, and budgeting efforts of the Associate Publisher. You will utilize your superior customer service skills to develop ongoing relationships with our clients. The selected candidate will also be responsible for planning and coordinating sales meetings and events, database management, travel arrangements, report generation and management, customer requests and interfacing with sales team. 3 - 4 years of proven work experience, preferably in a sales environment. Proficiency in Microsoft Office, Internet Savvy, Advanced Organizational Skills, Excellent communication and customer service skills Database skills, familiarity with Lexis-Nexis and Saleslogix software a definite plus! A positive, can-do attitude is a must.
Location: Southborough MA
Contact: Email: **hotjobs@nww.com**

Senior Online Sales Manager (IFW)

InfoWorld Media Group is looking for a Senior Online Sales Manager who will be responsible for managing key accounts and growing a base of customers for the Western Region. Will coach and develop the Sales team on selling InfoWorld's suite of Online Sales products and services. Ideal candidate will possess 3 - 5 years of media sales experience, including online sales experience, and familiarity with the IT and online industries. Requires excellent communication and presentation skills and the ability to manage multiple priorities and thrive in a fast paced environment.
Location: San Mateo CA
Contact: B. Simkin, Email: **barbara_simkin@infoworld.com**

Corporate Communications Assistant (IDG)

International Data Group (IDG) is seeking a highly motivated, take charge professional to provide a high level of administrative support to the Corporate Communications Manager in Boston, MA. Responsibilities include general administrative support including managing the department budget, maintaining subscription and mailing-house databases, coordinating travel and expense reports, handling all incoming and outgoing calls, filing, maintaining a monthly communications report as well as other special projects. This position includes interaction with senior members within the company as well as customers and vendors. Candidate must be extremely organized, able to multitask and be persistent in follow-up. Candidate must possess proven time management skills and have experience researching issues using the Internet. Excellent written and verbal communication skills required. Ideal candidate will have 3-4 years of strong administration experience. PC skills in Word and Excel 97 is required and knowledge of Lotus Notes and Power Point 97 is preferred. This is an extremely busy, visible position. *Location: Boston MA*
Contact: C. Cotter, Email: **cydney_cotter@idg.com**

Director of Business Development (EXF)

IDG Executive Forums is looking for a Director of Business Development to join their team in San Mateo. As a member of the Sales/Business Development team, responsibilities would include event sponsorship sales, and revenue generation for IDG Executive Forums current and future products. In addition you would be asked to participate and help develop business plans, new products and sales offerings for the organization as well other business development activities as needs arise. Responsibilities include but are not limited to: 1) Assisting in the building a revenue plans for increased sponsorship revenue 2) Solicit new business via in person, phone, and written communication 3) Identifying, Prospect and develop a targeted account list of potential sponsors, research these companies and build presentations to sell them our services 4) Work with internal teams to create and implement sponsorship components 5) Work closely with VP, Group Publisher, Marketing and Senior Management to define sponsorship components 6) Mentor sales team on developing accounts and strategies.
Location: San Mateo CA
Contact: L. Browne, Email: **lisa_browne@idg.com**

Go to **http://careers.idg.com** to view all current job opportunities at IDG

eWorld

continued from page 1

coms, "corporate investment in Web site development is expected to increase exponentially," said IDC Chief Research Officer **John Gantz**, whose Global Research Organization coordinated the survey. "In four years we'll add twice as many Web sites as there are already, double the number of users and triple the number of employees on intranets."

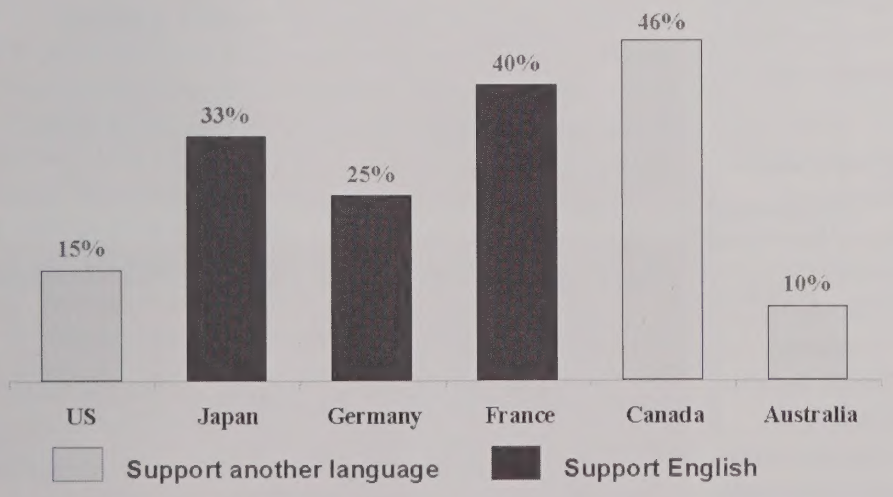
Among the trends eWorld revealed:

- **e-business did not die in the dot-com crash**. Companies around the world will spend more on Web site infrastructure this year alone than they did in five years preparing for Y2K. Although Internet stocks have crashed, dragging most of high-tech with them, this decline is simply part of a cyclical market trend. In reality, bricks-and-mortar companies worldwide are still investing in e-business with fervor. Over the next four years, e-commerce will increase by a factor of 10, and technology spending on Web applications will escalate to four times what it was the previous four years.

- **Business-to-consumer e-commerce is not dead**. The number of bricks-and-mortar companies selling to consumers over the Web will double this year; home Internet shoppers will grow by a factor of three in the next four years.

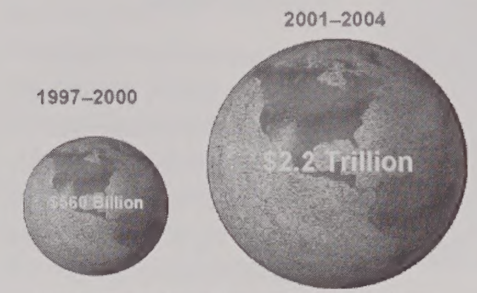
- **The U.S. lags in mobile access**. By 2004, Europe will have twice as many mobile Internet users as the U.S. While most of the world is swiftly migrating to mobile use of the Internet, the U.S., which is already behind both Europe and Japan in mobile phone penetration and mobile Internet access, will fall behind even further.

English on Web Sites



Source: IDC eWorld 2001

eBusiness Bottom Line



Technology Spending on Web Initiatives

Source: IDC

- **Companies have high expectations for e-business, but most are not prepared for demand**. While two in five Web sites can take orders, fewer than one in 10 can handle payments over the Web. Many companies have high expectations for e-business, yet most aren't equipped to reach their goals.

- **English will still rule the Net**. By 2005, over 30% of all Internet users will still speak English as a native language. By 2005, Chinese will come second, with fewer than one in seven Internet users speaking it as a native tongue. Japanese will be a close third.

Gantz talked about eWorld 2001 late last month on a satellite media tour that included a 30-minute live interview with Sam Donaldson on ABCNews.com and appearances on Bloomberg News, Voice of America, CNET radio and TV, US Radio Network and regional radio and TV spots in key tech markets, including San Francisco and San Jose, Calif. In addition, IDC held six hour-long Webcasts, free and accessible to the public, to highlight various segments of eWorld research.

The sponsors of eWorld 2001 were Compaq, Cisco Systems, eTranslate, MarketProbe, Inc., *The Industry Standard*, *CIO* and IDC Investment Research Services. In return for their support, sponsors received the full data set of all eWorld surveys, 20 hours of IDC consulting, a study report and onsite presentation of the results, and electronic and print distribution rights for the eWorld 2001 White Paper and inclusion in all IDC publicity regarding eWorld 2001.

For more information contact Marketing Specialist **Michelle Berube** at mberube@idc.com or go to www.idc.com/eworld2001. Among the data on the eWorld site are profiles of the 27 countries surveyed that includes population, the number of Internet users by year end 2004 and the total aggregate Web spending from 2000-2004. WU

eBusiness around the World

The following reports based on the eWorld survey will be published by IDC in the next six weeks:

- eBusiness Adoption in North America
- eBusiness Adoption in Western Europe
- eBusiness Adoption in Asia Pacific
- eBusiness Adoption in Latin America
- Language Patterns and Localization on the Internet

For more information go to www.idc.com/eworld2001 or contact **Amie White** at awhite@idc.com.

noteworthy people

RICHARD ZORZIT

Balfour

IDG WORLD UPDATE

Blake

CATHERINE SPENCE

Tong

Promotions

Computerworld Canada Assistant Editor and News Editor **Gail Balfour** has been promoted to associate editor. "Gail has contributed significantly to the success of the publication," said **John Jones**, publisher of *Computerworld Canada*. "This appointment is the evolutionary role leading to the editor's chair, which I am confident Gail will soon fill." According to Balfour, who has been with the publication for three-and-a-half years, her new job involves more management tasks, as well as budgeting and invoicing – "and an office."

IDC Hardware Consulting Manager **Chris Dawe** has been promoted to consulting director in the Framingham, Mass., office. "Chris has excelled in his three major areas of responsibility: project management, business development and project administration," said **Dot Allen**, vice president of consulting. "He has consistently met his financial goals and has secured repeat business from several clients based on their satisfaction with his projects. In all of his projects, Chris has demonstrated his ability to meet the client's requirements, while maintaining outstanding relationships with IDC stakeholders such as consulting sales, the analysts and key contractors. While meeting all of his responsibilities, Chris has also earned the friendship and respect of the IDC consulting team."

IDC Services Consulting Group Consulting Manager **Kelly Matthews** has been promoted to consulting director. "Approaching her two-year mark at IDC, her new bookings in March alone account for $660,000 in new business," said Consulting Director **John Farrell**, "including a $220,000-plus market segmentation project with AT&T Solutions and five white papers."

New employees

After more than four years with NEC as a technical support rep and customer service account manager, **Erika Blake** has joined IDC Framingham as a client services representative, assisting clients with IDC.net questions. She earned a B.A. in English from the University of Connecticut and enjoys gardening, photography and art.

Wes Wilson has joined IDC's Publishing Services & Technologies group as a research editor. He was previously technical editor at e-Publishing Corp. Wes earned a B.A. in English from Fitchburg (Mass.) State College and includes art and world literature among his interests.

IDC Japan has hired **Naoki Tsuchida** as human resources manager. He comes to IDC from Nexnet Co. where he was deputy human resources manager. A graduate of Tokyo's Senshu University with a B.A. in commerce, he enjoys camping and spending time outdoors.

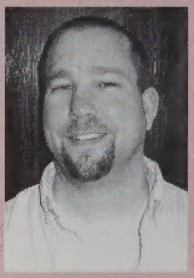
After working in a variety of positions as a temporary employee **Matthew Nolte** is now front desk specialist with IDG Executive Forums in San Mateo, Calif. He graduated from the University of California/Santa Cruz with a B.A. in pre- and early modern studies and enjoys reading 20th-century art theory and cooking ("not at the same time").

IDG Global Solutions in Staines, England, welcomes **Sylvia Siv-Wah Tong** as a strategic media analyst. She was most recently European sales manager for The Euronet. Sylvia has a B.A. in communications and sociology from the University of London and enjoys swimming, traveling, films and theater.

Director of Marketing **Robin Hodus** joins IDG World Expo in Framingham. She was recently director of regional marketing for Genuity. Robin has a B.B.A. from the University of Massachusetts/Amherst, where she majored in marketing and minored in economics. She enjoys skiing, travel and tennis and completed her first triathalon last year.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Et cetera


RICHARD ZORZIT

Conrath

Computerworld Canada Senior Staff Writer **Chris Conrath** has won first place in the Accenture (formerly Andersen Consulting) business journalism contest in the Trade Publications category. His winning story, "Welcome to the Overload" from the Nov. 3, 2000, issue, looked at society's e-mail overload and ways to improve (or break) our e-mail habits. (The article can be read at http://www.itworldcanada.com/cw/displayArticle.cfm?oid=19671324-B106-11D4-AA6700A0CC574E58&&section=archives.) "This is fabulous news both for Chris and for *Computerworld Canada*," said IT World Canada President **Andrew White**. "The *CWC* editorial team is thrilled that a colleague of ours has been recognized by the industry for his excellent work and thorough knowledge of this industry."

Place your classified ads in WU Online

IDG employees anywhere in the world can now post their own classified ads in the Marketplace section of the newly relaunched IDG World Update Online (www.idgworldupdate.com).

Looking to rent a summer cottage? Have a car to sell? Interested in a vacation house exchange with an IDG employee from another country? Post your ad today!

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Christian Mahler *IDG Germany*

17

Susan Searle *IDG Australia*

15

Rich Mikita *ITworld.com*

13

Joan Kelly *IDG Communications*
Judy Schultz *Network World*

12

Brian Clarke *IDC*

11

Margaret McAvenia *IDG*

10

Claus Egge *IDC U.K.*
Mandie Johnson *Macworld U.K.*
Paula DeMeo *IDG*

8

Zdena Vratislova *IDG Czech*
Gerald Wee *Computerworld Singapore*

7

Daniel Kusnetzky *IDC*
Julia King *Computerworld*

6

Tatiana Engurasoff *IDC*
Jan Vladyka *IDG Czech*
Lisa Radler *PC World*
Julian Wetherby *PC World*
Karen Smalarz *IDG*

5

Georges Pretat *IDG France*
Mari Keefe *Computerworld*
Richard Saia *Computerworld*
Daniel de Blas *IDG Spain*
David Fanning *Macworld U.K.*
Alberta Minkovitz *IDG Communications*

4

Christine Tenneson *IDC*
Robert Amatruda *IDC*
Carla Nash *IDC*
Rocco Bortone *Network World*

3

Angélique Bizouarn *IDG France*
Sandrine Garcia *IDG France*
Nicolas Genty *IDG France*
Agnés Jouhannel *IDG France*
Abby Ba *IDC*
Tessa Hoult *IDG Australia*
Donna Dugo *ITcareers*
William Xu *PC World*

2

Claire Labrousse *IDG France*
Rikki Kirzner *IDC*
James Nagle *IDC*
Deanne Noberini-Holzer *ITcareers*
Martha Becquer *IDG Global Solutions*
Alan Stafford *PC World*
Tomas Gonzalez *IDG Spain*
Woody Phillips *Macworld U.K.*
Kimberly Cormican *CXO Media*

1

Pierre Tran *IDG France*
Beryl Muscarella *IDC*
Susan Feldman *IDC*
Jay Gumbiner *IDC*
Paul Honens *IDC*
Ron Kaplan *IDC*
Deborah Cummings *Computerworld*
Jennifer DiSabatino *Computerworld*
Agnes King *IDG Australia*
James Galbraith *Mac Publishing*
Jenean East *PC World*
Max Green *PC World*
Agness Kaku *IDG.net*
Denise Tucker *ITworld Canada*
Takuo Tsukamoto *IDC Japan*
Santiago Carro *IDG Spain*
Fernando Muñoz *IDG Spain*
Kiwamu Hasegawa *IDG Japan*
John Kim *InfoWorld*
Sharon Harrison *CXO Media*
Susan Weidman *CXO Media*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

NetSmart

continued from page 1

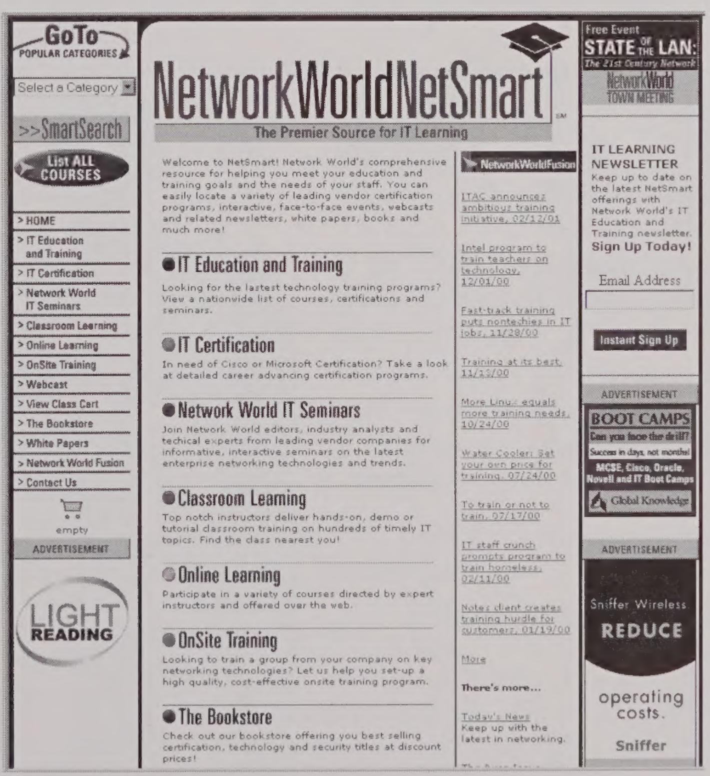
A revenue-generating site with full e-commerce capabilities, NetSmart features:

- Hands-on classroom training, on-site training sessions, e-learning and certification programs from providers like Global Knowledge, one of the world's leading IT education providers and an authorized training partner of leading vendors including Cisco Systems, Microsoft and Nortel Networks.
- Access to *Network World's* technology seminars and Webcasts.
- Knowledge resources to support training and education efforts, including best-selling IT and management books, newsletters, white papers and editorial content from *Network World*.
- Free subscriptions to *Network World's* online IT Education and Training Solutions newsletter.

The result of months of hard work by a dedicated cross-departmental team of *Network World* staff members, NetSmart went live on March 30 and traffic has been building steadily, drawing interest from across the globe.

"Currently we are seeing a lot of interest in our career-advancing courses, especially Cisco and Microsoft certifications," Zarella said.

For more information, contact Michele Zarella at mzarella@nww.com or tel: 508-490-6620. WU



NetworkWorldNetSmart℠

The Premier Source for IT Learning

Welcome to NetSmart! Network World's comprehensive resource for helping you meet your education and training goals and the needs of your staff. You can easily locate a variety of leading vendor certification programs, interactive, face-to-face events, webcasts and related newsletters, white papers, books and much more!

● IT Education and Training

Looking for the lastest technology training programs? View a nationwide list of courses, certifications and seminars.

● IT Certification

In need of Cisco or Microsoft Certification? Take a look at detailed career advancing certification programs.

● Network World IT Seminars

Join Network World editors, industry analysts and techical experts from leading vendor companies for informative, interactive seminars on the latest enterprise networking technologies and trends.

● Classroom Learning

Top notch instructors deliver hands-on, demo or tutorial classroom training on hundreds of timely IT topics. Find the class nearest you!

● Online Learning

Participate in a variety of courses directed by expert instructors and offered over the web.

● OnSite Training

Looking to train a group from your company on key networking technologies? Let us help you set-up a high quality, cost-effective onsite training program.

● The Bookstore

Check out our bookstore offering you best selling certification, technology and security titles at discount prices!

ITAC announces ambitious training initiative, 02/12/01

Intel program to train teachers on technology, 12/01/00

Fast-track training puts nontechies in IT jobs, 11/28/00

Training at its best, 11/13/00

More Linux equals more training needs, 10/24/00

Water Cooler: Set your own price for training, 07/24/00

To train or not to train, 07/17/00

IT staff crunch prompts program to train homeless, 02/11/00

Notes client creates training hurdle for customers, 01/19/00

More

There's more...

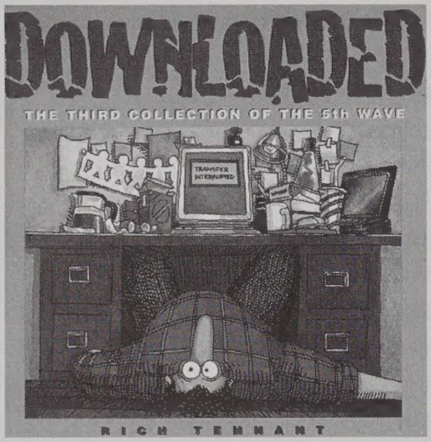
Today's News
Keep up with the latest in networking.

IT LEARNING NEWSLETTER
Keep up to date on the latest NetSmart offerings with Network World's IT Education and Training newsletter.
Sign Up Today!

Email Address:

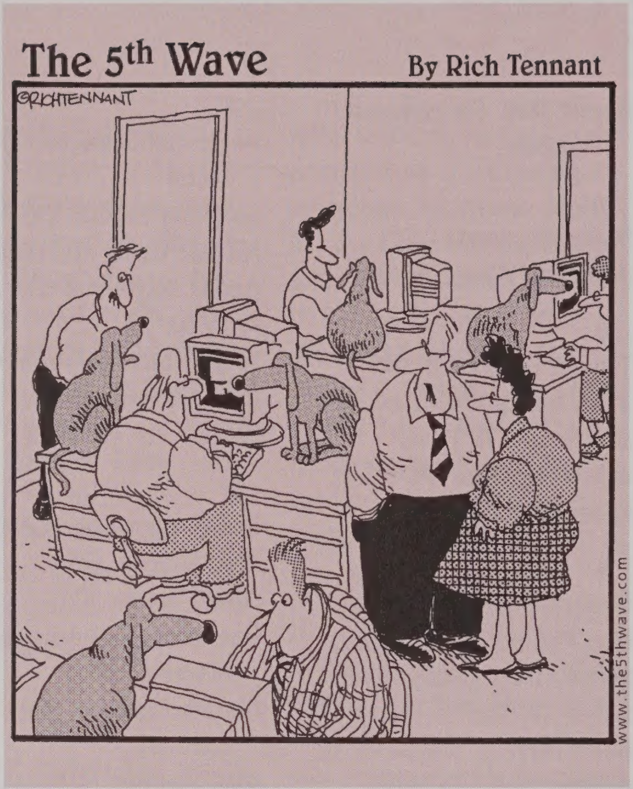
off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by June 5.



The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive *IDG World Update* screen sweeps.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.



Coming up

B2B and eMarketplaces: What's Really Going On?
Breakfast Briefing
May 17
Sydney, Australia
www.idc.com.au/events/bb

B2B and eMarketplaces: What's Really Going On?
Breakfast Briefing
May 18
Melbourne, Australia
www.idc.com.au/events/bb

Computerworld's Premier 100 IT Leaders Conference
May 20-22
Westin Mission Hills Resort
Rancho Mirage, Calif.
www.premier100.com/

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Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 3 Post Office Square, 4th floor, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

It's Webby time

The Webby Awards nominees have been announced, and members of the public are invited to cast their votes for the People's Voice Awards. Check out www.webbyawards.com for voting information and a complete list of the 135 nominated sites in 27 categories. A sampling of the nominees appears below.

Check out this week's IDG World Update Online to find out how you can win a pair of tickets to the Webby Awards ceremony in San Francisco on July 18!

Commerce
CafePress.com www.cafepress.com
GorpTravel.com gorptravel.gorp.com
Half.com www.half.com
mySimon www.mysimon.com
Travelocity www.travelocity.com

Finance
CBS MarketWatch www.cbs.marketwatch.com
Motley Fool www.fool.com
MyCiti.com www.myciti.com
PayPal www.paypal.com
Yahoo! Finance finance.yahoo.com

Film
Eveo www.eveo.com
indieWIRE www.indiewire.com
Psycho Studio www.saulbass.net/psychostudio
Requiem For A Dream www.requiemforadream.com
The New Venue www.newvenue.com

Music
Badu www.erykahbadu.com
Live365.com www.live365.com
Motown.com www.motown.com
sonicnet.com www.sonicnet.com
sputnik7 www.sputnik7.com

News
BCC News Online news.bbc.co.uk
CNN www.cnn.com
Inside www.inside.com
Salon www.salon.com
CNET News.Com www.news.com

Print & Zines
Feed Magazine www.feedmag.com
Mother Jones Magazine www.motherjones.com
Nerve www.nerve.com
Plastic www.plastic.com
The Position.com www.theposition.com

Weird
Bigfoot Field Researchers Organization www.bfro.net
Disinformation www.disinformation.com
FORTEAN TIMES ONLINE www.forteantimes.com
Peter Pan's Home Page www.pixyland.org/peterpan
Weird N.J. www.weirdnj.com

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Network World teams trade ideas at annual product line meeting

> *"It is always so helpful to hear from colleagues in other countries about how they run their businesses and what new projects they have launched."*
>
> - NetworkWorld Germany Publisher Eva-Maria Behrendt

Participants in last month's Network World Global Product Support Center meeting took to heart the meeting's subtitle, "Worldwide Partners for Success," sharing strategies, plans and what's worked best in the areas of sales and marketing, online, events and editorial.

The meeting was held in Lisbon, Portugal, home of IDG's publishing partner, Edições Expansão Económica Lda., which publishes *Network World* and five other IT titles for the local market. Forty attendees representing 15 of the company's 22 networking titles around the world participated in the two-and-a-half-day conference, which featured presentations from representatives of network publications in the U.S., Canada, Italy, Netherlands, Germany, Poland and Sweden. Also participating were representatives from IDG Global Solutions and the IDG News Service.

Network World Germany staff members were represented at the meeting. (L-R): Editor ***Oliver Haeussler****, Event Manager* ***Daniela Wirth****, Online Manager* ***Dirk Heib****.*

"It was so exciting to see the strong brand identity the *Network World* name and logo carries around the world," noted U.S. Network World CEO and

continued on page 4

Sales reps' grassroots effort to boost total IDG ad pages gets big results

IDG WORLD UPDATE

The Grassroots team. Front (l-r): ***Kristen Pomer****, InfoWorld;* ***Nancy Robinson****, InfoWorld;* ***Donna Pomponi****, Network World;* ***Laurie Marinone****, Computerworld. Back (l-r):* ***Kate Zinn****, Network World;* ***Len Ganz****, CXO Media;* ***Carol Fountain****, InfoWorld;* ***Pauline Smith****, CXO Media;* ***Dawn Cora****, CXO Media; and* ***Dave Pellegrini****, InfoWorld.*

Skeptics who doubt the aphorism, "The whole is greater than the sum of its parts," might do well to stop by a "Grassroots" meeting to see the principle in action. Each month, the Boston-area sales reps from *CIO*, *Computerworld*, *Darwin*, *InfoWorld*, *Network World*, *The Industry Standard* and *PC World* gather in *Computerworld*'s centrally located boardroom for three hours of information sharing, strategizing, commiserating and collaborating all with one purpose in mind: increasing the number of ad pages sold into IDG publications through an integrated approach to selling.

"Our primary competitors, Ziff and CMP, are centralized companies with tightly integrated, highly competitive sales packages," noted **Nancy Robinson**, *InfoWorld*'s New England regional sales manager. "Ziff has been selling multiple book buys for years and about four years ago CMP started its "Customer First" program in which reps are responsible for selling all the titles. And while we disagree with that centralized approach, agencies like the integration."

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Coming up

Computerworld's Premier 100 IT Leaders Conference
May 20-22
Westin Mission Hills Resort
Rancho Mirage, Calif.
www.premier100.com

VORTEX 2001
May 22-25
The Ritz-Carlton Laguna Niguel
Dana Point, Calif.
www.idgexecforums.com/vortex2001/about_2001.html

IDC Storage Forum
May 23-24
The Fairmont San Jose
San Jose, Calif.
www.idc.com:8080/Events/svf01/default.htm

The Computerworld Honors Annual Gala
June 4
Washington, D.C.
The National Building Museum
Contact: Laureen Austermann
laureen_austermann@computerworld.com

IDG Asia/Pacific Managers Meeting
June 7-9
Honolulu, Hawaii
Contact: Marion Kibbee
marion_kibbee@idg.com

The Middle East IT Forum
June 10-11
Marriott Hotel Dubai
Dubai, UAE
www.idccentraleurope.com/forum/forum.php?forum=uae180301

The Industry Standard's Standard U
June 11-15
Hotel Sofitel
Redwood Shores, Calif.
www.thestandard.com/conferences

For more listings go to the events section of www.idgworldupdate.com.

Grassroots

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And so, in 1997, IDG's Boston-area sales reps took matters into their own hands and began meeting with each other, sharing information and looking at ways to work together to provide IDG sales presentation/packages, ultimately leaving less money on the table for competitors.

"These days it's very common for an agency to be considering a two-plus book buy — there are many IT buying influencers to reach," said *Network World* Regional Manager **Donna Pomponi**. "So, we can pitch just our own book and let two competitive books get on the buy or we can push for one or two of our sister publications to join us on the buy and keep all the money for IDG."

> *"We can pitch just our own book and let two competitive books get on the buy or we can push for one or two of our sister publications to join us on the buy and keep all the money for IDG."*
>
> -- Donna Pomponi
> Network World

And it's not just about beating the competition, said Pomponi. "Truthfully, it's a better buy for the client. Ten out of 10 times an IntelliQuest 'reach and frequency' run will reveal that IDG collectively has deeper reach into the target audience, so we should be pushing for our sister publications — it makes a better buy. We've discovered that Intelliquest, an independent readership study on the IT community, can actually be a cool tool. We know how to do 'gold mines,' exclusive reader runs and 'reach and frequencies,' all to support our passionate belief that IDG publications are the best on the market."

Selling IDG as opposed to selling *Network World* or *Computerworld* or *CIO* requires a very different approach, noted Pomponi. "You have to think about the reach and power of our collective titles, not just your own," she said. "In many ways what we are trying to do is replicate the great success that [IDG Communications President] **Joan Kelly** and her group have had with IDG's top 30 accounts," Pomponi said. "We try focus on the depth and breadth of the overall IDG audience, and again, more often than not, Intelliquest will validate our low duplication vs. our competitors' high duplication, which means deeper reach and more sales opportunities for our advertisers."

It's an approach that's working. "We've really come together as a group," Pomponi said. "The frequency with which we share information continues to grow to the point where today, probably 60% of our sales involve at least two books and 40% of the time we're selling three or more titles."

Echoing her sentiment, Robinson noted, "We've developed some wonderful relationships over the years, and the trust we have in one another is great. If one of us isn't present at a meeting, each of us feels comfortable in talking about the other person's book. We may not be able to sell it as well, but at least we can be helpful to the client, which is what it's all about."

For more information contact Nancy Robinson at nancy_robinson@infoworld.com or Donna Pomponi at dpomponi@nww.com.

Short takes

IDG Interactive's database expands

A wider range of IT products and a faster search capability are two of the improvements to the database operated jointly by IDG Interactive in Germany and partner DCI AG. The non-proprietary database, which is licensed by IDG Interactive to computer dealers who sell to consumers, has prices and other comparative data on some 80,000 computer and communications products in Germany. For more details, contact **Joachim Hebert** at jhebert@idginteractive.de or access the database through www.pcwelt.de or www.tecchannel.de.

IDG first in total EMEA ad pages

IDG captured the highest percentage of ad pages in Europe, the Middle East and Africa (EMEA) in 2000, according to recent data from AC NielsenMMS. IDG tallied a 6% increase in total ad pages for the year, compared with an overall total market decrease of 2% in the region. IDG's share of total advertising pages increased to 33.3%, 12.4% higher than its nearest competitor, VNU. IDG was the only multi-country IT publisher to experience positive results for the period.

Pat McGovern in the news

IDG Chairman **Pat McGovern** was ranked No. 6 in the listing of "Top High Tech Power Players"in Boston in the May issue of *Boston* magazine.

Korean *Standard* is Web-only

The publisher of *The Industry Standard's* Korean edition has suspended its print publication after 19 issues and will continue its online product at www.thestandardkorea.com.

executive Q and A

Heather Wills
The publication manager of IDG's licensee in South Africa is this week's guest columnist.

IT Media: a division of Johnnic Publishing Ltd. at-a-glance

Became an IDG Partner
1992

Number of employees
The IT publishing division has 29 employees.

Location
Randburg, South Africa

Titles published under license to IDG
Computing SA, *Network World* and *The Channel*

Number of competitors in local market
Computing SA is the only weekly publication. *ComputerWeek* and *PCWeek* (now *Interactive Week*) are fortnightly. *Network World* has one opposition title. *The Channel* has two competitors, *CRN* and *ChannelWise*.

Recent accomplishment
The International Telecommunications Union, a division of the World Trade Union, holds a conference in Africa every three years. For the exhibition in November 2001 we have been awarded the official publication for the daily newspaper.

Goals for the next 12 months To launch *CIO* and ensure that all our IT titles, including *CIO*, have online representation.

Q Tell us a little about your company.

A The Business Magazine Division of TML Trade Publishing, recently renamed Johnnic Publishing Ltd., created its IT Media publishing division in 1980 with the launch of *Computing SA*. The title is a weekly newspaper and is still the flagship title within the IT Media publishing division. Other publications that have spawned from the *Computing SA* title due to industry demand include: *Network World*, *The Channel*, *Call Centre Contact*, *Cable Talk* and *The IT Users Handbook*. Additionally, we produce specialized custom publications as well as ITJobfinder, our online recruitment site. Plans are in place to launch *CIO* early in August 2001.

Q What is the South African IT publishing market like?

A The local publishing market is made up of a niche set of publishing houses and is very much dependent on relationships. This can be attributed to the size of the market. Prior to Y2K we saw the introduction of a number of new titles locally that seemed to overcrowd the market significantly. However, due to the recent slowdown in IT spending globally many of these titles have either folded or changed focus.

South Africa, no matter how advanced in the African context, is still a country within Africa and due to this does face a number of significant challenges. Perceived political uncertainty often scares off international investors making it difficult to attract additional advertising spending from off-shore companies. Additionally, due to the strength of the dollar against our rand, product margins are pinched significantly leaving local companies with little money to invest in a marketing budget. Sales cycles are often a lot longer than international ones as South Africans are not impulse buyers.

Q In the last couple of years you have really gained the upper hand on the competition. How have you done this?

A IT Media is currently the No. 1 IT publisher in South Africa and produces the largest variety of IT titles as well as the highest circulated titles. The other IT publisher, Systems Publishers, which represents CMP, is a small organization with only two titles, and although it has been a significant competitor in the past, it has now lost a tremendous amount of market share due to inconsistency of message, its inability to retain staff and constant change in its format. As an example, its flagship product, which was our main rival, is now an A4 fortnightly bi-weekly.

Q In many ways South Africa is the regional business center for southern Africa. Are your publications focused on just the South African market or are they regional?

A You could say that South Africa is the IT hub of southern Africa, therefore most of our focus has been local. However, we have been making substantial inroads into the rest of Africa with our circulation growing rapidly in other countries.

Q For many people, Africa (even South Africa) remains something of a mystery. Can you briefly describe the South African IT market?

A The South African IT market is very much the same as the rest of the world but on a much smaller scale. South Africa has often been compared to the Australian and Canadian markets as these countries seem to have the same technology adoption rates and work ethic as we do. Large distributors tend to stay with proven products like HP, Compaq, Cisco and IBM, which makes it difficult for new vendors looking for partners and representation as well as investment opportunities in the local market. Being a third world country with a first world infrastructure, decisions tend to take much longer and our growth is very much dictated by what is happening in the rest of the world.

Q What is the level of Web use in South Africa, and how is it affecting your business?

A The most profitable area of our online products is our recruitment site, which has now been active for three years and is considered well established in the local market. Further development is needed on the other titles' Web sites; some are either static sites or do not have sites. We have not seen too much impact on print advertising due to online spending locally. Probably the biggest generator of online revenue is from a local competitor, IT Web, which offers online virtual press offices. These are sold annually on a contract basis and generate 80% of their revenue. Some possible reasons for South Africans still preferring the print medium include the slow adoption of the Internet culture and the country's rejection of the dot-com frenzy.

Heather Wills may be reached at heatherw@ bizpub.co.za.

Network World

continued from page 1

The annual Network World product line meeting attracted 40 attendees representing 15 of IDG's 22 networking titles around the world.

Publisher **Evilee Thibeault**. "Two years ago our colleagues in Germany relaunched *Gateway* magazine as *Network World Germany* with a logo identical to ours and an emphasis on their expertise in print, online and events. This year, Publisher **Sergio Rizzi** shared his company's experience in repositioning *Networking Italia* as *Network World Italia*."

"The word 'networking' had become too restrictive, dealing just with hardware infrastructures and systems software," noted Rizzi. "Today the world of networks is so much more. Given the strong value of the *Network World* brand it made sense to make the change."

Attendees were given a first look at the new Network World GPSC Web site, which will support and extend the information-sharing mission of the GPSC. The password-protected site will contain resources including meeting presentations, *Network World* global marketing materials in PDF format, global product initiatives, information and discussion forums as well as links to *Network World* sites worldwide and the IDG News Service. **Nancy Parquette**, corporate programs and events manager and **Judy Schultz**, senior graphic designer at *Network World* in the U.S., will maintain the site, adding resources in response to user feedback.

Other meeting highlights included:

- "Creative Packaging for Profit," an examination of grouping product offerings within and across print, online and events by **Carol Lasker**, VP and associate publisher, and **TerryAnn Croci**, director of marketing, both from *Network World* in the U.S.
- "Global Sales and Marketing Programs," presented by **John Jones**, publisher at *Network World Canada* and Sergio Rizzi from *Network World Italia*.
- "A Working Partnership." IDG Netherlands' LAN Internetworking Publisher **Paul Teixeira** discussed InfoSecurity, a magazine and event joint venture between his publication and Reed Exhibitions Holland.
- "Generating Revenue with Events Programs," by **Robin Azar**, U.S. *Network World* VP, seminars and events, focused on her team's efforts to build relationships with sister IDG publications in the U.S. to produce unique events. *(See article p. 5.)*
- U.S. Network World President and Editorial Director **John Gallant** led a panel discussion on the best new online initiatives undertaken by Network World properties around the globe. Gallant's presentation on recent programs for Network World Fusion was followed by a panel discussion on Global Online Success Programs featuring **Fredrik Bernsel**, editor-in-chief, *Natverk & Kommunikation* (Sweden), Sergio Rizzi of *Network World Italia*, and **Dirk Heib**, online manager at *Network World Germany*. These three outlined new services, partnerships and strategies being adopted by their Web sites and led a discusssion about ways to work together to serve readers and increase revenue.
- A panel discussion on "Editorial Innovation," featured **John Dix**, editor-in-chief, *Network World* U.S.; **Peter Sayer**, Paris bureau chief, IDG News Service; **Oliver Haussler**, editor-in-chief, *Network World Germany*; **Alessandro Degli Occhi**, editorial director, *Network World Italia*; **Stefan Kaczmarek**, editorial project manager/news editor, *NetWorld Poland*; and **Greg Enright**, editor, *Network World Canada*.

"It is always so helpful to hear from colleagues in other countries about how they run their businesses and what new projects they have launched," noted *NetworkWorld Germany* Publisher **Eva-Maria Behrendt**. "There is a wonderful feeling of everybody wanting to help one another. Even though some of the publications are market leaders in their countries, there was no sense of 'we are the greatest, and we know everything so we will tell what you should do.' Instead people share their ideas and experiences and ask 'how can we help?' " Behrendt said. And, as in years past, "My colleagues and I came back to the office full of enthusiasm and with a big pack of new ideas!"

For more information contact Nancy Parquette at nparquette@nww.com. WU

Net speak

Mystified by network terms? Here are a few definitions from *Darwin* magazine's glossary (www2.darwinmag.com/learn/glossary.cfm).

Asynchronous transfer mode (ATM)
A network technology that organizes digital data into units and transmits them over a physical medium using digital signal technology. ATM is a key component of broadband ISDN.

Integrated services digital network (ISDN)
A communications standard for rapidly sending digital voice, video and data over phone lines.

Network computer (NC)
A computer with minimal memory, disk storage and processor power that executes programs and saves data on a shared network.

Net PC
A type of network computer that acts as a terminal with a hard drive. NetPCs execute Windows applications locally and connect to a remote network to execute other applications.

IDG

Week of May 14, 2001

Admin./Reception Services Coordinator (CSV)
IDG Central Services, which provides operational and facilities support to IDG businesses at 501 2nd Street, is seeking a service-oriented individual for the administrative services department. The Administrative/Reception Services Coordinator will play a key role in the daily functions of the administrative services group. Responsibilities include creating & maintaining reception schedules and manuals; providing relief reception; maintaining office nameplates; coordination of suite signage; and providing mailroom back-up. The ideal candidate is detail oriented, has stellar communication skills, and can multi-task without a second thought. Are you organized? Do you have great problem solving skills? This job is for you! Requirements include a high school diploma or general equivalency certificate and at least 2 years of experience in a business environment. Please also have basic computer proficiency in email, word processing (MS Word), and spreadsheets (MS Excel). *Location: San Francisco CA*
Contact: M. Mirabal, Email: **marc_mirabal@pcworld.com**

International Market Research Analyst (ICI)
You will design data gathering; research IT market; PowerPoint reports; and liaise with clients. Requires a BA/BS in Business/Marketing/Finance or related studies, and 3 years of international business experience. *Location: San Francisco*
Contact: C. Debalko, Email: **catey_debalko@idg.com**

Corporate Communications Assistant (IDG)
International Data Group (IDG) is seeking a highly motivated, take charge professional to provide a high level of administrative support to the Corporate Communications Manager in Boston, MA. Responsibilities include general administrative support including managing the department budget, maintaining subscription and mailing-house databases, coordinating travel and expense reports, handling all incoming and outgoing calls, filing, maintaining a monthly communications report as well as other special projects. This position includes interaction with senior members within the company as well as customers and vendors. Candidate must be extremely organized, able to multitask and be persistent in follow-up. Candidate must possess proven time management skills and have experience researching issues using the Internet. Excellent written and verbal communication skills required. Ideal candidate will have 3-4 years of strong administration experience. PC skills in Word and Excel 97 is required and knowledge of Lotus Notes and Power Point 97 is preferred. This is an extremely busy, visible position. *Location: Boston MA*
Contact: C. Cotter, Email: **cydney_cotter@idg.com**

Marketing Manager (NWI)
The dynamic and growing Network World Seminars and Events Group is looking for a Marketing Manager to take part in planning and execution of advertising, direct mail and electronic marketing for the following programs: face-to-face events and webcasts. The ideal candidate will have 5 years experience in high-tech marketing and/or communications. Excellent project management, oral and written communication skills, with a flexible team-oriented approach to problem solving are a must.
Location: Southborough MA
Contact: Email: **hotjobs@nww.com**

Copy Editor (PCW)
PC World seeks a detail-oriented wordsmith to edit manuscripts for style, clarity, consistency, tone, logic, and liveliness. The individual will also manage assigned articles and art elements through all stages of production to ensure on-time delivery. Ideal candidates will have three years of copy editing experience at a magazine; the ability to prioritize and manage multiple tasks; and excellent judgment. Familiarity with the Mac, Quark, Word, Excel, and the Web a big plus. *Location: San Francisco CA*
Contact: K. Brinson: Email: **kimberly_brinson@pcworld.com**

Public Relations Director (WEC)
The Public Relations Director will be responsible for the implementation and management of promotional efforts across all brands as well as corporate relations. This individual will work along side internal Marketing Managers while managing outside agencies to generate accurate and timely promotional campaigns as well as develop cross-promotional strategies. He/she will develop and maintain PR databases, manage the RFP process, author press releases, monitor business services, organize and manage on-site press rooms, and provide tracking, analysis and reporting of all PR efforts. Candidates must have strong project management, communication, writing and analytical skills. A bachelor's degree and five years of agency or corporate experience in a Hi-Tech environment required. *Location: Framingham MA*
Contact: C. Cotter, Email: **cydney_cotter@idg.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Top 10 Global Networking Trends

Evilee Thibeault, CEO and publisher of *Network World* in the U.S., opened this year's Global Product Support Center meeting with a presentation titled "Global Networking Trends and Market Opportunities." Drawing on research from IDC, the Network World Global Subscriber Study, the Network World 500 Study and the Network World Buying Process Study, Thibeault identified the top 10 global networking trends and the market opportunities they represent for all *Network World* publications. They are:

1. We are only at the beginning stages of e-business growth worldwide.

2. The hype around mobile access will reach hysteria levels.

3. Wireless — the time has come.

4. The ASP business model will morph.

5. Small business will emerge as a hot market segment.

6. "Web Talk" services will signal a major inflection point for the telecom industry.

7. The demand for storage and storage applications will continue to grow unabated.

8. Security keeps IT up at night (and billions will be spent on security by 2004)

9. Enterprise network infrastructure spending will continue to grow.

10. Advertising to non-technical corporate management and the venture community in 2000 did not work.

PC World, Network World pool their strengths to launch seminar series for underserved market

As part of her presentation on "Generating Revenue with Events Programs" at the Network World Global Product Line Meeting, NW Vice President/ Seminars and Events **Robin Azar** encouraged the participants to evaluate their event goals and seek sister publications' involvement in entering new markets. "The event teams in many of IDG's European companies are very lean, and they would benefit from joining forces to create co-branded events," she said.

NetworkWorld seminars and events TECH UPDATE

PC WORLD

Azar spoke from experience, as *Network World* recently collaborated with *PC World* to produce a seminar series called Networking for Small and Medium Businesses (SMB). The partnership was developed as a result of *Network World*'s interest in expanding reach into the SMB market and *PC World*'s interest in entering the event space.

"There have been very limited face-to-face resources for networking professionals in small- and medium-size businesses, as most event content is geared toward the large enterprise," Azar noted. As a result, *Network World* was developing print and online content to address networking issues for SMBs and needed a partner to succeed in attracting them to events. *Network World*'s seminars and events team provided the infrastructure and production of the entire series and *PC World* contributed with promotion to their print and online audiences. Azar had high praise for *PCW* Associate Publisher/Market Development **Michael Carroll**, who she said created a compelling marketing program and targeted the right audience segment. The co-branding of the *NWW/PCW* effort provided a strong message to attendees, she added.

The result was a successful, profitable entry into the SMB event market. A total of 524 network professionals attended the free one-day seminars that were held in eight U.S. cities in late March through mid-April. The format consisted of an hour-long keynote speech by a leading network technology expert, vendor presentations and moderated roundtable discussions.

Several of the 10 seminar sponsors, such as Microsoft and Gateway, were new to *Network World* events. "Through this partnership *Network World* and *PC World* shared their unique core competencies to create a new business opportunity, Azar said. "We are very excited with the outcome."

The two business units are aiming for another seminar series next spring. For more information contact Robin Azar at razar@nww.com. WU

IDG World Expo expands 2002 event lineup with five new shows

IDG World Expo recently released its 2002 show schedule that includes the addition of five new shows.

Federal OpenSource Conference is geared toward government IT managers and directors (military and civilian) and covers all open source technologies, including apache, XML and Linux. The first Federal OpenSource Conference is slated for Oct. 2-5, 2001, the second is scheduled for April 24-27, 2002, both in Washington, D.C.

ESPWorld Conference and Expo is co-locating with COMNET Conference & Expo, combining the largest and most influential business-to-business trade show with the largest technology conference and exposition dedicated to global networking. These two events, set for Jan. 29-31, 2002 at the Washington, D.C., Convention Center, will bring nearly 50,000 application service providers, communication network builders, buyers and strategists from small companies to global enterprises into one central location. ESPWorld will also be held June 24-27, 2002, at the Las Vegas Convention Center.

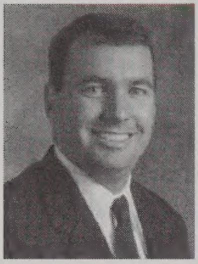
Enterprise Application Summit (EAS) is scheduled to debut Jan. 29 - 31, 2002, at the Washington, D.C., Convention Center. EAS will focus on key issues facing enterprise decision-makers when evaluating an enterprise application. Event producers will also bring the event to the Las Vegas Convention Center, Sept. 25-27, 2002.

The first **Worldwide Developers Conference @ LinuxWorld** will debut at the LinuxWorld Conference & Expo in New York City Jan. 30-Feb. 1, 2002. This conference will provide technical training as well as forums for discussion of the latest developments in Open Source application design and development. The new event will also be held at the Moscone Center in San Francisco Aug. 13-15, 2002.

COMNET Wireless Conference & Expo is a by-product of COMNET Conference & Expo. COMNET Wireless will shed light on the products and services required when building a true wireless environment. The event will educate the enterprise on ways to extend its corporate networks to address the increasing mobility of today's workforce. COMNET Wireless will debut June 24-27, 2002, at the Las Vegas Convention Center.

For more information go to www.idgworldexpo.com.

noteworthy people



Burke

Tanaszi

Promotions

IDC Canada's **Tony Olvet**, manager of the Canadian Emerging Channels program, moves into the newly created role of senior consultant. "Since joining IDC Canada in 1995 as an analyst, Tony has made significant contributions to the success of our clients and our business, and his career has advanced accordingly," said **Colin Reay**, IDC Canada group vice president, Products Research. "His new position will offer him the opportunity to build on his extensive knowledge of our industry with its opportunities and challenges and to assist our clients to be even more successful."

Michelle DesRochers, eProcurement analyst with IDC Canada, has been promoted to senior analyst, Partner and Channel Programs. "Michelle came to IDC Canada one year ago after taking a post-graduate degree in Research Analysis," said Colin Reay, IDC Canada group vice president, Products Research. "After handling the Consulting and Integration program for the Services group, she then took the reins of the new Canadian e-procurement program. Michelle's new position will enable her to bring her analytical skills, services and Internet commerce knowledge, to the Channels program."

IDC Framingham Research Analyst **Brian Burke** has been promoted to senior analyst of the Internet Security Software progam. "Brian went way beyond his job description. He brought in new clients, saved shaky renewals, mastered the arcane world of content security, and fixed our production problems," said **Chris Christiansen**, IDC program vice president of Internet Infrastructure and Security Software. "In addition, he collaboratively managed several survey-based projects with other IDC groups. Overall, Brian accomplished both the mundane and the marvelous with good humor and a constant attention to detail."

InfoWorld Research Analyst **Stephen Pearson** has been promoted to research manager. "Steve joined *InfoWorld* over three years ago and has mastered his craft with extraordinary professionalism," said *InfoWorld* Vice President, Research, **Wally Palmer**. "Steve's dedication to helping the *InfoWorld* sales team win business has been exceptional, and his overall customer service unsurpassed. Steve is currently working on providing sales and editorial with all the data and a presentation on Wireless Solutions in the Enterprise."

New employees

IDC Canada's IT department has hired **Sudhir Salaka** as an applications developer. He was previously a systems analyst with Active Intelligence, Inc. in Toronto, responsible for software analysis, design and development. He holds bachelor's and master's degrees in computer applications from Osmania University in Hyderabad, India and an M.S. in information technology from Australia's University of Western Sydney. Away from his desk he enjoys movies and camping.

Margaret Tanaszi joins IDC Canada's Solutions Research group as a senior analyst in financial analysis research, coming from LGS Group, Inc. where she was a knowledge management consultant. She holds a B.A. with honors in English and politics from Queen's University in Kingston, Canada, and M.A. in English from Leeds University in the U.K. and earned a Ph.D. in English as a Commonwealth Scholar. She enjoys gardening, fabric arts, classical piano, Canadian and American history and "levity as a serious pursuit." She recently presented her paper, "Measuring Knowledge Assets," at the Society of Management Accountants of Canada and redesigned the Web site content for the International Association of Business Communicators, Toronto, of which she is a member.

Phil Cohen joins IDC Canada as senior analyst, Internet Solutions, coming from Rogers Media, Business Information Group where he was director of strategic Internet development and worked on new B2B strategies and business plans. He earned a B.A. in administrative and commercial studies from the University of Western in London, Ontario and has continued his studies in strategic management, project management and competitive intelligence. Away from the office he enjoys camping, sailing, skiing and surfing the 'net. In 1996 he built and launched one of Canada's first e-commerce-enabled B2B sites geared to the buying and selling of used industrial equipment.

Jennifer Isbister joins IDC Canada's Research Division as a research analyst supporting IDC Canada's entire suite of Continuous Information Services. She was previously a research associate at Toronto General Hospital. While working at the hospital she was also completing her M.A. in psychology at the University of Waterloo in Waterloo, Ontario. She also holds a B.S. in psychology from Queen's University in Kingston, Ontario. Her longstanding interest in gymnastics led her to create www.gymnasticgreats.com and www.gymn.ca. In the final year of her graduate program Jennifer was awarded a grant by the National Cancer Institute of Canada and Centre for Behavioural Research and Program Evaluation to write a technical report on cancer risk communication in children and adolescents.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23

Bob Wescott *Computerworld*

21

Sumiko Ozawa *IDC Japan*

18

Dorothy Adams *IDG Australia*
Michelle Reyes *PC World*

14

Stephen Lennox *IDG Australia*

12

Kim Nash *Computerworld*

11

Sergio Rizzi *IDG Italy*
Juliana Davis *InfoWorld*

10

Renee Amadio *IDC*
Christine Flanagan *Computerworld*
Mary Harvey *IDC U.K.*
Megumi Okamoto *IDG Japan*
Chris Norman *Macworld U.K.*

9

Jean Dellarobba *Computerworld*
Masato Tsuchiya *IDG Japan*
Barbara Ruffner *InfoWorld*

8

Caroline Forrester *Publish*
José Laco *IDC U.K.*
Carol Fountain *InfoWorld*
Michael Siggins *CXO Media*

7

Michael Lasky *PC World*
Santiago Cruz *IDG Spain*
James Battey *InfoWorld*

6

Johanna Rivard *Publish*
Dorothy Allen *IDC*
Wolfgang Leierseder *IDG Germany*
Christine Rudalevige *Network World*
Nancy Koral *IDG Research Services*
Susan Brown *IDG*

5

Patrice Servage *IDG France*
Kathleen Ohlson *Network World*
James Buckley *CXO Media*

4

Stephen Drake *IDC*
Thomas Eberth *IDG Germany*
Matthew Bennett *Digit*

3

Schelley Olhava *IDC*
Anna Kerr *IDC*
Chi Phan *IDC*
Peter Smith *Computerworld*
Petra Weiss *IDG Germany*
Marla Fruitman *IT World Canada*
Mindy Lim *Computerworld Singapore*
Nancy Suess *InfoWorld*

2

Deb Podsen *Publish*
Jessica Taylor *IDC*
Kara Yokley *IDC*
Sami Lais *Computerworld*
Yvonne Engsig *IDG Denmark*
Bob Bruce *IDG Executive Forums*
Katrin Kortmann *IDG Germany*
Julia Sprenger *IDG Germany*
Lionel Lamy *IDC U.K.*
Josh Fruhlinger *ITworld.com*
Silvia Garcia *IDG Spain*
Catia Parmesan *IDG Italy*
Mauro Marangoni *IDG Italy*
Chandra Tallman *CXO Media*
John Douglas *IDG World Expo*
Julia Russ-Neff *IDG World Expo*

1

Cara Smith *Publish*
Corina Diaz *IDC*
Scott Hudson *IDC*
Andrew Mayes *IDC*
Melissa Ohara *IDC*
Brian Bingham *IDC*
Thomas Heim *IDC*
Edward May *IDC*
Deborah Crimmings *Computerworld*
Robert Mitchell *Computerworld*
Todd Weiss *Computerworld*
Allan Høg-Andersen *IDG Denmark*
Adrienne Robillard *Mac Publishing*
Marc Mirabal *IDG Central Services*
Silke Wintermantel *IDG Germany*
Alun Davies *IDC U.K.*
Cheryl Rocheleau *ITworld.com*
Francis Chang *IDC Canada*
Carmen Rodrigo *IDG Spain*
Joan Zafra *IDG Spain*
Piergianni Rusconi *IDG Italy*
Joan Bronzini *InfoWorld*
William Zhang *Network World*
Christine Simpson *IDG List Services*
Joseph Sullivan *CXO Media*
Andrew Mo *IDG Hong Kong*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Just when you thought going on vacation meant leaving your work behind...

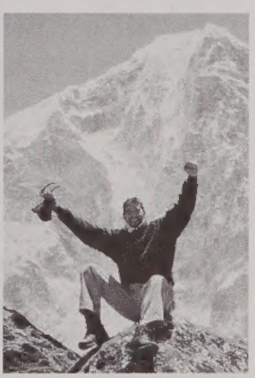
Technology is a universal language, and never was that more evident to IDGNet New Zealand's **Paul Foster-Nesbit** than during a Himalayan trekking expedition in Nepal last month.

Ever-busy as an online campaign executive, Foster-Nesbit brought some IDG publications on the trip for leisure reading. While in Tengpoche he met some monks and, thinking he'd get a souvenir from an incongruous moment, snapped a photo as they scanned a copy of *Computerworld New Zealand.* As it turned out, two of the monks had college degrees, spoke perfect English and were quite well-informed about computers and the IT industry in New Zealand. (The monastery used solar power, so Foster-Nesbit doubted they had regular access to computers, though Internet cafes are located in Nepal's larger towns.)

As for the trek? Foster-Nesbit and his wife made it up to Kala Pattar, which is at 18,290 feet, just above Mount Everest base camp. The adjustment to the altitude was the most difficult part of the whole venture, he noted, and it was accomplishment that they not only reached their climbing goal but got back down on foot (as opposed to yak).

PAUL FOSTER-NESBIT

Several monks in Nepal consider signing up for a Computerworld New Zealand subscription.



IDG New Zealand's ***Paul Foster-Nesbit*** *on top of the world — almost.*

celebrating 10!

Name
Nancy Robinson

Home
Norfolk, Mass.

Current title
New England Regional Sales Manager, InfoWorld Media Group

Career path
l989-91, Inside Sales Representative, *Lotus Magazine*; 1991-92, District Manager, *Digital News*; 1992-94, Sales Manager, Computerworld Database Division; 1994-97 Senior District Manager, Network World; 1997-present, Regional Sales Manager, *InfoWorld*.

Most challenging part of your job
Making sure I'm on top of the competition at all times. It's not just about knowing the *InfoWorld* product offerings. You need to know how and why you are better than every other IT publication and Web site in the market.

Best part of your job
There is never a dull moment in this job. No two days are ever the same, it's always an exciting place to be and the people are fantastic!

Latest accomplishment
Having my son Peter, August 10, 2000

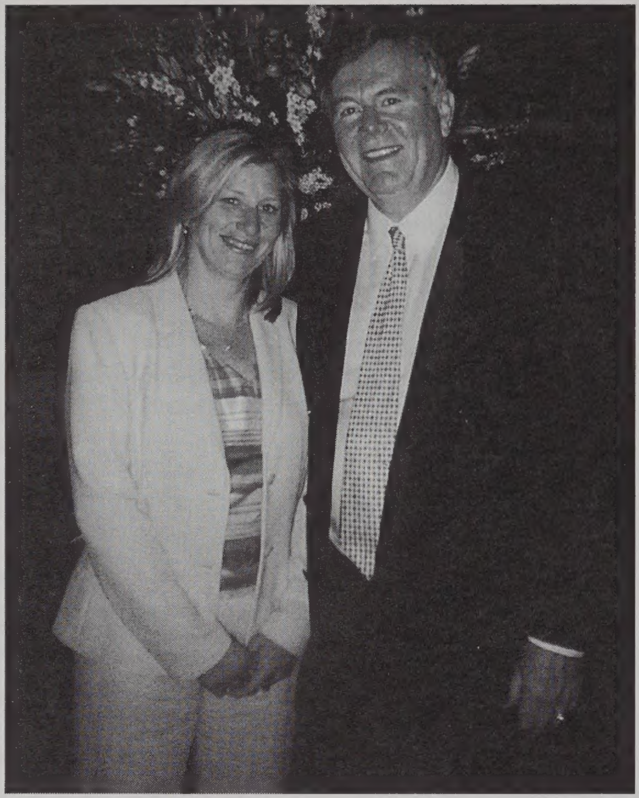
Career highlights
I'd have to say dinner with Pat was pretty fabulous! Also, making Salesperson of the Year at *Network World* in '96 and *InfoWorld* in '99 were special moments for me.

What's kept you at IDG for 10 years?
The people and the opportunities. I have built my career here and have learned and grown so much from former and current managers, colleagues and peers. Honestly, I can't imagine working anywhere else.

Best piece of advice you've ever received?
My mom has a lot of good advice, but two things she often tells me are instead of ever arguing, "save your breath to cool your soup" and always be pleasant because "you get more with honey than you do with vinegar."

Family
My husband of 10 years, Paul; daughter Hannah, 6 and son Peter, 9 months.

Outside interests
Golf, gardening, spending time at the beach with my family.



*IDG Chairman **Pat McGovern** escorted InfoWorld's **Nancy Robinson** to dinner at the Four Seasons Hotel in Boston last month in honor of her years of service to the company.*

What's the most rewarding thing you've ever done, in the office or outside?
Becoming a mom; that is the ultimate reward.

Your idea of a perfect day alone?
Hanging out on the beach with approximately 10 magazines and a huge decaf iced coffee.

One possession you'd grab if your house were on fire?
Well, assuming all of us were out safely? The dogs, Delta and Castie.

Favorite vacation spots?
St. Croix in the Caribbean and Point Judith, R.I.

Retirement dreams?
Definitely somewhere warm. These winters in Boston are starting to get to me!

Manager's profile
"Nancy Robinson is a joy to work with, and she's a crucial part of the InfoWorld Media Group sales team. She epitomizes the characteristics that make a superb sales professional. Customer focus, integrity, professionalism and perseverance are just some of the qualities that have helped Nancy and IDG have a very successful track record over the past 10 years or so. I look forward to working with Nancy for at least 10 more! She makes an incredible contribution to the success of our team."

— Tom Grimshaw, InfoWorld associate publisher and advertising director, Eastern region

and finally.

Constitution Day (Norway)

Closely linked to Denmark since the 14th century, Norway was ceded to Sweden after the Napoleonic Wars in the 18th century. Norwegians, however, wanted independence and drafted their own constitution on May 17, 1814. Norway was allowed to keep its constitution, but the Swedish king remained Norway's ruler. Growing nationalism and increasing wealth made Norwegians bitter over their dependent status, and private celebrations honoring the constitution began to be held on May 17. In 1905 the union with Sweden was peacefully dissolved. Considered Norway's birthday, May 17th is a countrywide holiday of flags, speeches, national songs and dress, and *barnetoget*, a childrens' parade.

Source: www.robin.no/~stelyn/stale/pages/may17.html

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Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 3 Post Office Square, 4th floor, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

IDG WorldUpdate

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WWW.IDGWORLDUPDATE.COM

PC Advisor's Web site pulls away from the pack

Harnessing the expertise of site users key to attaining No. 1 position

PC Advisor continues to build on the success it has had this year following the magazine's recent trend-bucking ABC-audited circulation growth. Currently the only U.K. PC magazine with a growing circulation (audited circulation is 152,173, up 1% over the previous audited figure) its companion Web site, Pcadvisor.co.uk, has tripled its traffic since January, moving from a middle-ranking position to become the No. 1 site of any U.K. PC magazine. Recently, the site surpassed 1 million impressions per month in audited ABCe results.

Vanessa Day

*(Left-right): Web Developer **Oliver Dell**, Online Editor **Guy Dixon** and Online Manager **Simon Thompson** comprise one half of the Pcadvisor.co.uk team. The camera-shy half are: **Michael Naughton**, online account manager; **Liz Miller**, online producer; and **Paul Rincon**, online writer.*

The site, which was a finalist for Interactive Magazine of the Year in this year's Periodical Publishers Association Awards — the country's most prestigious magazine publishing awards — is gaining a cult following among PC enthusiasts at all levels, according to **Simon Thompson**, online manager at *PC Advisor*.

The secret of the site's recent growth, said Thompson, is that Pcadvisor.co.uk has allowed visitors to develop the site in their own image. "We originally launched Pcadvisor.co.uk in 1997 as a straightforward reproduction of the print magazine," he said. "But in May 2000, we re-launched it in a more dynamic, data-driven format. The print magazine and the Web site now do very different things and complement each other rather than compete for

continued on page 5

Computerwoche introduces brand awareness survey

Study may form the basis for rollout to Computerworld global product line

COMPUTERWOCHE

NACHRICHTEN · ANALYSEN · TRENDS

PC-Krise zwingt Dell zu Entlassungen

Schlumberger übernimmt Sema

With the results of its first brand awareness study in hand, the Computerwoche sales force can now provide advertisers feedback on issues such as perceived quality and perceived value-for-money.

Thanks to the efforts of the *Computerwoche* team in Germany, the *Computerworld* product line now has a brand awareness survey to call its own.

PC Welt began a successful foray into brand awareness surveys in 1994 and helped shape the PC World Global Product Line's survey that has continued — primarily with European *PCW*s participating — since 1998. Long popular with advertising clients, the PC World Brand Awareness Survey provides detailed information about who *PCW* readers are and how they view various IT brands advertised in the magazine's product line. It also lets clients see if their ads are working and making the most of their advertising dollars.

MARKEN MONITOR
Die Imagestudie der COMPUTERWOCHE

According to IDG Global Solutions Vice President, Marketing **Colwyn Munro**, clients that operate in the Enterprise arena have requested similar feedback, but the difficulty in comparing products in the market sector has made survey methodology difficult. Until recently.

"*Computerwoche* developed a methodology to make the survey more useful for the complex Enterprise space," Munro said. For its brand awareness survey, called Marken-Monitor, 450 German

continued on page 4

newsworthy in brief

IDG Brazil's Web site takes top honors in annual awards competition

IDG Now!'s award-winning team. (Top, l-r): **Rodrigo Leme**, programmer; **Ricardo Untem**, Web designer; **David Hopkins**, subeditor; **Daniel dos Santos**, special editor; **Fabio Lima**, programmer; **Ricardo César**, editor; **Helio Misael**, account manager; **Solange Ciavatta**, commercial manager. (Bottom, l-r): **Karina Garcia**, reporter; **Simone Freire**, editor-in-chief; **Tina Magalhães**, editor; **Fernanda Ângelo**, reporter.

IDG Brazil's Web site, IDG Now!, was named the country's "Best Online IT News Service" and "Best IT Web site" during an awards ceremony earlier this month. The iBest Awards, which are similar to the Webby Awards in the U.S., are given by a local company called Mantel.

It was the first time IDG Brazil won an iBest award, having been nominated last year but not selected. IDG Now! (www.idgnow.com.br) faced formidable competition from major local media Web sites including Puntocom, Terra and MSN.

IDG Now! is the leading Web site in its category – and the only audited IT news site – with 265,000 unique visitors and approximately 5 million impressions per month. Second place belongs to TCI Net from Editora Abril with 100,000 unique visitors per month.

In related news, IDG Now! recently announced a content partnership with Terra Lycos that the staff hopes will result in added exposure and more visitors. Terra Lycos will also host the site, which previously had a content partnership and hosting agreement with Universo Online.

According to IDG Now! Editor-in-Chief **Simone Freire**, Terra Informática, the IT channel for Terra Brazil where IDG Now! is hosted, has about 4 million page views per month and is one of the most popular IT sites in the country. "Besides that, Terra has very strong presence in other Latin markets, and this can be a good chance for IDG Now! to launch a version in Spanish for the region," she said.

Asked what are her team's secrets to success, Freire said there are three commandments: "deliver content quickly, have a very qualified team and have fun during work!"

For more information contact Simone Freire at sfreire@idg.com.br. WU

IDC convenes global Investment Research Services team

Some of the attendees at the IRS summit gather after dinner. Front row (l-r): **Ralph Sheridan** (IDC U.K.), **Bryan Donovan** (IDC Mountain View), **Kevin Dunne** (IDC Framingham), **Liliana Pomereda** (IDC Miami), **Alexa McCloughan** (IDC Framingham), **Keith Henry** (IDC U.K.), **Stan Peck** (IDC Canada). Back row (l-r): **David Hauser** (IDC Framingham), **Lucy Docherty** (IDC U.K.), **Mike Hennessy** (IDC Framingham), **Ezio Viola** (IDC Italy), **Gary Koch** (IDC Japan), **Mark Sullivan** (IDC Framingham), **Lucy Timms** (IDC U.K.).

Demonstrating global brainstorming at its best, IDC's Investment Research Services (IRS) group converged on the Marriott in San Francisco on March 5 for its second annual summit. Key IRS product specialists and salespeople from five countries spent the day sharing ideas and shaping the future development of the product.

The IRS program began in the U.S. more than 10 years ago to meet the needs of the financial community on Wall Street and has been rolled out to Europe and Asia over the past three years. The essence of the subscription program is to provide banks with insight, advice and data on IT products, company strategies, technology trends and emerging opportunities so they can make informed investment decisions. Financiers have access to IDC research on a regional basis via IDCNet – IDC's online research delivery mechanism – and through a dedicated analyst account manager who answers questions about any aspect of IDC's research. Clients are not restricted to one area of IDC research but have access across the breadth of IDC's coverage, from semiconductors to mobile commerce.

The number of IRS clients globally has grown at a very fast rate, and the summit concentrated on making sure that this trend would continue and that current client subscriptions were renewed. Europe, for example, had five clients in early 1999, 25 a year later, and now has 55. Currently there are approximately 140 clients in the U.S. and 40 in Asia.

The summit achieved its goal of bringing the group closer together. Since the meeting, numerous joint proposals have been made to the global client base.

For more information, contact **Lucy Timms** at ltimms@idc.com or go to www.idc.com/Investment/default.htm. WU

Spotlight

Bob Ainsworth
The director of IDG Paper Services is this week's guest columnist. He also serves as vice president of finance for IDG Executive Forums, ITcareers and Publish Media. He may be reached at boba@idgexecforums.com.

Q What is IDG Paper Services' scope of work?

A We work with all the IDG U.S. business units in some manner. Specifically, our basic tasks are:

1) To help IDG's publishing business units find the right paper at the right price. We keep up to date on pricing trends and reviewing new products, negotiating long-term contracts with paper mills, managing RFP efforts and consulting with the business units when new publishing projects are being planned.

2) To manage the flow of paper from the mills to the printing company. We manage the purchase and distribution of more than 20,000 tons of paper per year for our customers, which is half of IDG's total paper volume in the U.S. We can provide all services relating to the purchase and use of paper. This includes forecasting and planning, order and inventory management, facilitating the resolution of customer manufacturing problems, along with identifying and discarding obsolete inventory at the approval of the business unit. We provide all of the services, at no cost to the business unit, that one would normally have to go outside of IDG to obtain.

3) To provide the back-office support (i.e. accounting) for the paper purchases.

Q How do you interact with business units, and what benefits do they reap?

A We work with IDG business units in the way that they determine. For some, we perform all of the tasks described in the first question, and in some cases, the units have decided to work together as a group for negotiating leverage purposes. For other units, we only supply pricing and product information that they use in their own paper buying efforts. Some units want long-term pricing contracts and buy directly from the paper company; others want the benefit of someone independent from the paper companies.

The benefits of working with us are operational efficiency and financial savings. We have been able to save millions of dollars annually for business units by negotiating on their behalf for better pricing. Three years ago, we and the business units put out to bid all of the U.S. paper volume, which at the time was worth about $40 million. Even though business units bought from different paper mills, the process squeezed the mills into substantially reducing their prices to us. We also helped one business unit cut out a middleman, saving $150,000 annually. Finally, we recently negotiated a three-year, fixed-price agreement for several business units; this followed a similar two-year deal.

We also provide the logistics of getting the paper to the right place at the right time and deal with the huge number of details involved in this process. This also helps the production managers focus their efforts on getting their issues out the door. In addition, we facilitate sharing and disposing of excess paper between business units.

Q Give us some background on the paper industry.

A The industry is international in scope, but is remarkably fragmented with few dominant players. It encompasses many kinds of paper with vastly different end users. It is a capital intensive business (a new mill costs ($500 million) with low profit margins. It has historically been run as an "old boys" handshake business with no contracts, no set pricing, and no promise that you'll get the amount of paper that you need. Finally, the product is sold with internally competing channels of distribution: direct sales by company sales groups selling only their product, merchants employed by a paper company who sell their own and other paper companies products, and by independent merchants selling any company's products.

Within the manufacturers of coated groundwood and freesheet papers that IDG normally uses, there has been major consolidation in the past few years as the companies sought to increase their market share through acquisitions rather than adding new capacity.

Q What is the trend for paper prices?

A Prices fluctuate based on the same basic economic principles that drive any commodity: supply and demand. Changes in demand (i.e., more catalogs, presidential campaigns, changing numbers of ad pages) all contribute to movements, as do new mills that add supply to the market. The major difference from prior practices is that paper mills are now willing to reduce production in the face of lower demand. They have learned that publishers will manage their ad/edit ratios, trim size and print orders to offset price increases, and that such changes to the amount bought are permanent reductions to overall demand. The current trend for prices is downward, which makes it a good time negotiate long-term contracts that either fix prices or limit their movement.

Part 2 of this column will appear next week.

IDG Paper Services at-a-glance

Established April 1984 to provide basic paper buying and consulting services to IDG business units.

Location Framingham, Mass., with a satellite office in England.

Number of employees
U.S.: 3, Europe: 1

Mission Assist in helping IDG business units increase their profitability through improved purchasing strategies and practices.

Group's most recent accomplishments:
- Saved IDG $2.4 million (or 8%) from April 1999 to March 2000.
- Saved IDG $1.9 million (or 7%) from April 2000 to March 2001.
- Total savings of $4.3 million over two years, all directly to the profits of the business units.

Computerwoche

continued from page 1

IT managers and high-level business decision makers were phoned late last year and asked about brand awareness and purchase considerations in four categories: Web servers, Internet security, e-commerce software and Internet service providers. The study tested awareness about 70 companies that produce IT and telecommunications products and offered qualitative evaluations of the vendors and their products.

> *[The study will be] "tremendously useful" for Computerwoche in Germany and IGS internationally in positioning IDG as the publisher that knows more about the market than any other.*
> *— Colwyn Munro, IDG Global Solutions*

Munro said the respondents were randomly selected from a variety of levels in companies of varying sizes and were independent of *Computerwoche* readership. The 70 companies chosen were those thought large enough to have a presence in at least one of the four categories. "We chose companies that reflect the market in the best possible way," said **Achim Schaefers**, *Computerwoche* international sales manager and manager of the survey project. "They didn't have to be advertisers, but no one can pay to be included."

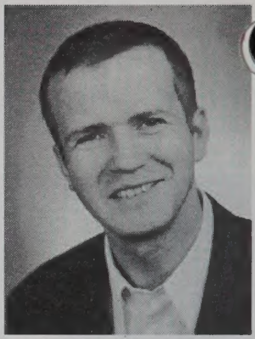
Schaefers said *Computerwoche* tested the concept with some of the publication's advertisers and was overwhelmed by the demand. "The survey provides us with a unique tool to strengthen customer relations," he said.

Made up of 20 to 30 questions, the survey was designed to last no more than 20 minutes, depending on in how many of the four categories the respondent is actively involved in purchasing products. Respondents were given a year's subscription to *Computerwoche*.

After a pilot project last year provided a great deal of feedback on what should or shouldn't be included, Schaefers and the *Computerwoche* management team distilled the survey down to its current form. "The process was very organic," Schaefers said, "evolving toward those areas that the clients found most interesting."

Detailed feedback

After completing all the data compilation in March, *Computerwoche* can now give its advertisers feedback on issues such as perceived quality and perceived value-for-money, as well as how they are seen in the marketplace. "This will allow advertisers to base their decisions about their marketing spending on hard data provided by the people who count — customers and prospects," Munro noted, adding that the study will be "tremendously useful" for *Computerwoche* in Germany and IGS internationally in positioning IDG as the publisher that knows more about the market than any other.



Achim Schaefers*, Computerwoche's international sales manager, led the survey project.*

Munro said that IDG Norway, home of the Computerworld Support Center, had been trying to get a similiar project for the CW global product line started for some time but lacked the internal resources. However, with *Computerwoche*'s methodology and IGS' recent commitment to nationalize the survey and compile the results, "the omens look good for implementation," he said. Any *Computerworld* will be able to participate by funding the telephone interviews in their country.

For more information, contact Colwyn Munro at colwyn_munro@idg.com or Achim Schaefers at aschaefers@computerwoche.de. WU

Computerworld names finalists in Honors Program

TOM LIPPERT

"A Search for New Heroes." So reads the medallion of the Computerworld Honors Program. Each June Computerworld's program honors 50 organizations, institutes and projects for their innovative applications of technology in 10 categories from science to the media. These finalists are chosen from the 310 Honors Laureates whose work was nominated by a panel of 100 chairmen and CEOs of IT firms. The Honors Laureates gathered at San Francisco's City Hall last month for a medal presentation led by Computerworld President and CEO ***Alan Guibord*** *and guest speaker San Francisco Mayor Willie Brown. Laureates' achievements and stories will become part of the Computerworld Honors Program's Archives Online. Finalists will be honored at an awards ceremony on June 4 at the National Building Museum in Washington, D.C. For more information go to www.cwheroes.org/home.asp.*

IDG

Week of May 21, 2001

Sales Assistant (NWI)

Excellent opportunity exists for an experienced Sales Assistant who enjoys a fast paced environment and a variety of assignments. In this position you will work closely with and support the sales efforts of two District Sales Managers. You will also be responsible for coordinating events, ordering supplies, conducting Internet searches, database management, travel arrangements, file management, fulfilling customer requests, and assisting co-workers as needed. To qualify for this highly visible position you must be proficient in a Microsoft Office environment (Word/Excel/PowerPoint) and have the ability to use the Internet for research work and email. The successful candidate will have excellent organizational skills with a high attention to detail. In addition you must have excellent communication and customer service skills. *Location: San Mateo CA*
Contact: Email: **hotjobs@nww.com**

District Sales Manager (NWI)

We are seeking a highly motivated and seasoned sales professional to join our dynamic northern California sales team. Based in San Mateo, this individual will manage a $1.8 million territory develop new accounts and grow existing accounts by selling multiple Network World products to clients and ad agencies. Territory includes Colorado and select accounts in Northern California. Ideal candidate must be a highly effective communicator and negotiator and have a proven track record in sales. Knowledge of technology and telecommunications a plus. *Location: San Mateo CA*
Contact: Email: **hotjobs@nww.com**

Senior Ad Sales Associate (CXO)

CXO Media is looking for a high energy individual interested in a career in sales with our San Francisco, CA sales office. Responsibilities include: prospecting and lead generation through our routine web and printed media research. Client and Agency/vendor contact to assist with monthly magazine closings and a collection of insertion orders. You will also be responsible for meeting coordination, database maintenance, proposals, and rfp's. Ideal candidates will have a customer service orientation, strong writing skills, and attention to detail, excellent multi-tasking skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and 2-4 years business experience.
Location: San Francisco CA
Contact: B. Senges, Email: **bsenges@cxo.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

PC Advisor

continued from page 1

the same audience," he explained. "Whilst the magazine offers expert advice in the form of features, reviews and articles, the Web site harnesses the knowledge and expertise of thousands of visitors. It enables visitors to help one another, and get help in return."

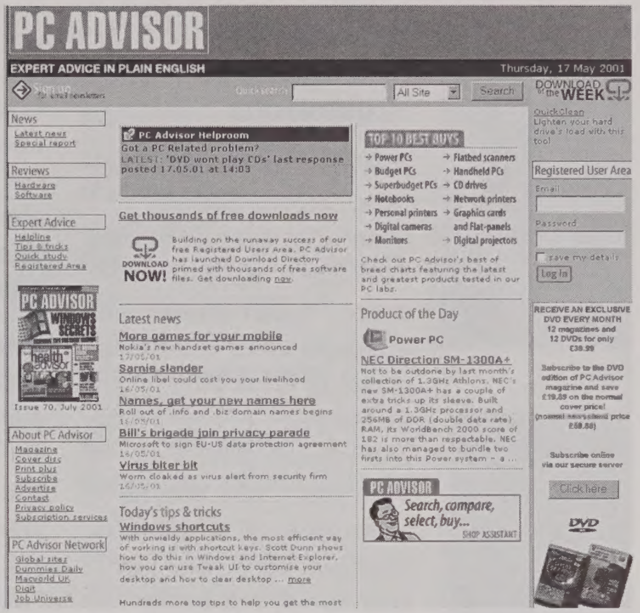
The centerpiece of the site is its Helproom. Anyone with a technical problem, however simple or complex, can post a question in the Helproom and expect to have it answered by another visitor. Around 100 new problems are posted per day, and most are answered the same day, often within minutes, Thompson said.

"I have worked in the IT business for a good many years," said Peter Thomas, a technology consultant and a frequent visitor to the site, "and have participated in a few forums in the past, but I have never known a more friendly and relaxed atmosphere than exists here."

Dan Parker, another regular visitor, agreed. "It's nice to find a bunch of people with a common interest trying to solve common problems."

Underscoring its commitment to be responsive to the needs of its audience, Pcadvisor.co.uk relies heavily on the feedback it receives from its Development Panel. *PC Advisor* staff regularly query the panel about the Web site and use members to get feedback about proposed additions and enhancements. And although the panel was originally created by staff at *PC Advisor*, "once we let them off the leash there was no stopping them!" said Thompson, noting that members often post their own ideas and debate them among themselves. "Despite the fact that the panel has only 18 members, the discussion board seems to be populated constantly — at all times of the day and night."

Site visitors also participate in online opinion polls and vote for changes to the site. In January, visitors voted for more software downloads to be added to the site. The *PC Advisor* team responded by launching a Download Directory providing access to thousands of free downloads and featuring lists of downloads recommended by *PC Advisor*.



PC Advisor Helproom
Got a PC Related problem?
LATEST: 'DVD wont play CDs' last response posted 17.05.01 at 14:03

Get thousands of free downloads now

Building on the runaway success of our free Registered Users Area, PC Advisor has launched Download Directory primed with thousands of free software files. Get downloading now.

Latest news

More games for your mobile
Nokia's new handset games announced
17/05/01

Sarnie slander
Online libel could cost you your livelihood
16/05/01

Names, get your new names here
Roll out of .info and .biz domain names begins
15/05/01

Bill's brigade join privacy parade
Microsoft to sign EU-US data protection agreement
16/05/01

Virus biter bit
Worm cloaked as virus alert from security firm
16/05/01

Today's tips & tricks

Windows shortcuts
With unwieldy applications, the most efficient way of working is with shortcut keys. Scott Dunn shows how to do this in Windows and Internet Explorer, how you can use Tweak UI to customise your desktop and how to clear desktop ... more

Hundreds more top tips to help you get the most

Check out PC Advisor's best of breed charts featuring the latest and greatest products tested in our PC labs.

Product of the Day

Power PC

NEC Direction SM-1300A+
Not to be outdone by last month's collection of 1.3GHz Athlons, NEC's new SM-1300A+ has a couple of extra tricks up its sleeve. Built around a 1.3GHz processor and 256MB of DDR (double data rate) RAM, its WorldBench 2000 score of 182 is more than respectable. NEC has also managed to bundle two firsts into this Power system - a ...

QuickClean
Lighten your hard drive's load with this tool

RECEIVE AN EXCLUSIVE DVD EVERY MONTH
12 magazines and 12 DVDs for only £39.99

Subscribe to the DVD edition of PC Advisor magazine and save £19.89 on the normal cover price! (normal newsstand price £59.88)

Subscribe online via our secure server

Pcadvisor.co.uk's Helproom has been a hugely popular addition to the site. Anyone with a technical problem may post a question and have it answered by other visitors. Approximately 100 new questions are currently being posted per day.

"Old favorites, like our Top 10 reviews, in which we recommend lab-tested PCs, notebooks and peripherals, still remain hugely popular," said **Guy Dixon**, *PC Advisor*'s online editor, "but our user-generated content has become a huge source of new visitors and has kept people coming back for more."

"The print and online versions of *PC Advisor* support and sustain one another," said Thompson. "The site helps build loyalty to the magazine; in turn the magazine helps build loyalty to the Web site. At the end of the day, we have a stronger brand, a more loyal readership and growth in both the online and print versions of *PC Advisor*."

For more information, contact Simon Thompson at simon_thompson@idg.com or Guy Dixon at guy_dixon@idg.com. WU

Success strategies for building traffic

Traffic on Pcadvisor.co.uk tripled during the first three months of 2001, and the site, which recently had its first official audit above 1 million impressions per month, is the U.K.'s top-ranking Web site for a PC magazine. **Simon Thompson**, PC Advisor online manager, attributes this success to several factors including:

- The introduction of a help room that allows readers to post and answer each other's questions.
- The addition of several discussion forums.
- The introduction of a download directory providing access to thousands of free software downloads.
- The increased frequency of e-mail newsletters on the site, from once a week in January to once per weekday beginning in February, together with a more focused and high-quality editorial approach to the newsletters.
- Carefully targeted competitions designed to keep people visiting the site.
- E-mail and magazine promotional campaigns for the site.

Coming up

The Computerworld Honors Annual Gala
June 4
Washington, D.C.
The National Building Museum
Contact: **Laureen Austermann**, 800-343-6474

IDG Asia/Pacific Managers Meeting
June 7-9
Honolulu, Hawaii
Contact: **Marion Kibbee**
marion_kibbee@idg.com

The Middle East IT Forum
June 10-11
Marriott Hotel Dubai
Dubai, UAE
www.idccentraleurope.com/forum/forum.php?forum=uae180301

The Industry Standard's Standard U
June 11-15
Redwood Shores, Calif.
Hotel Sofitel
Tel: 800-945-0880
www.thestandard.com/conferences

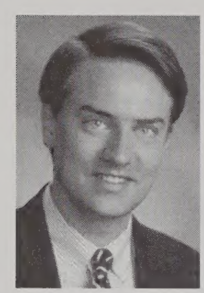
noteworthy people

IDG WORLD UPDATE

Farrell

IDG WORLD UPDATE

Whalen



Brewer

Promotions

PC World Southwest Advertising Director **Susan Green** has been promoted to Western advertising director. "Susan understands the exponential marketing power of *PC World*'s integrated print, online, events and custom publishing programs," said **Wayne Silverman**, *PC World* associate publisher. "She has built strong marketing partnerships with some of the industry's most important companies, and we look forward to Susan taking her client-focused style to the rest of the Western half of North America." Based in *PC World*'s Irvine, Calif., office, Green joined the publication two years ago as account manager. She was previously a member of the *InfoWorld* sales staff.

IDC Framingham Director of Services Consulting **John Farrell** has been named vice president of the services group consulting practice. "John has been a solid contributor to the growth of our $5 million dollar consulting business and currently manages four other consultants," said **Michael Melenovsky**, IDC Senior vice president, Services Industry Research. "He has a clear understanding of the role consulting plays in our business and has for some time been managing the consulting practice internal budget process. He has been highly successful building long-lasting relationships with our largest clients, such as EDS, Unisys, Compaq and IBM. John has also been active in building our branding research and also participated in the development of the Advanced Analyst Training program.

Meredith Whalen, previously Internet Services program director with IDC Framingham, has been promoted to vice president, Internet, ASP, and Consulting Services research. "Meredith has taken on steadily increasing levels of responsibility within the Services Group, demonstrating leadership capability in analyzing markets, creating and sustaining new ventures, managing a diverse team of employees, seeking out cross-group responsibilities, dramatically exceeding revenue and profit goals, and collaborating with many of her colleagues across IDC," said **Traci Gere**, group vice president of Services Research Group. "Meredith has made the Internet Services family of programs into one of the most successful areas in the Services Group. She has expanded the initiatives under her direction to include the Internet Services, ASP and eConsulting programs, in addition to creating and incubating the eMarketplace and eIncubators programs. Meredith has consistently exceeded her revenue and profit goals. In FY00, she finished the year with profits at over 200% of plan, contributing over $1 million in profits to IDC!"

IDC Framingham Senior Research Editor **Linda Devine** has been named to the newly created position of principal research publication specialist. "In this position, Linda will develop tools, workshops and other outreach projects to help analysts improve their writing skills and ensure compliance with IDC style and research architecture standards," said Editorial Manager **Connie Massey**. "Linda has served PS&T as senior research editor for the last two years and in a succession of IDC editorial positions since 1991. Her extensive knowledge and experience have contributed significantly to the quality and consistency of IDC's publications. In addition, Linda has played a key role in the creation of the recent pilot workshop: *Presenting Your Insights...In Writing*. Linda created and presented the section, *Ways to Improve Your Writing*, which covered common writing challenges and met with high praise from attendees."

New employees

Julie Gage will be developing new tools and consulting products as IDC Canada's manager, Analytic Products, in the Software Partnering and Alliances group. She comes to IDC from Dun & Bradstreet, where she was marketing manager for Customized Information and Consulting Solutions. She earned a B.A. in economics with honors from the University of Waterloo in Waterloo, Ontario, and an M.A. in business economics from Wilfrid Laurier University, also in Waterloo. In her spare time she enjoys golf and hanging out at her cottage.

IDG Global Solutions in Framingham has hired **Jessica Peterson** as an international account executive. Most recently she was operations manager for Financial Network in Westminster, Mass. Jessica has a B.S. in management and a minor in French from Fitchburg (Mass.) State College and enjoys music, hiking and running.

Transfers

IDC Framingham Director, Infrastructure Research **Rich Brewer** has crossed the Pacific to become IDC Japan's director, Software Research. He will be directing a "re-founded" software research group, covering the Japanese application and software tools market and conducting new analyst training in Japan and the Asia/Pacific region. He holds a B.A. in economics and Asian studies, with a concentration in Japan studies, from Cornell University in Ithaca, N.Y., and an M.A. in law and diplomacy (international communications technology policy) from Tufts University's Fletcher School of Law and Diplomacy in Medford, Mass. "I finally made the move to Japan nine years after getting my Asian studies degree and first thinking of the idea. I figure, better late than never, right?" he said.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

16

Donald Best *IDC*

15

Bob Ostrow *PC World*

14

Mary Musgrave *IDC*
Michael Deutsch *IDC*

13

Vicki Peilen *PC World*

11

Adele Lee *IDC*
Gigi Wang *IDC*

10

Trace Weatherford *IDC*

9

Heather Hudson *IDG New Zealand*

8

Stephen Martin *InfoWorld*
Brian Fuce *CXO Media*

7

Mark Evans *IDG New Zealand*
Elisabeth Rainge *IDC*
Jim Sullivan *IDG International Publishing Services*

6

Jillian Hamilton-Browne *IDG New Zealand*
Robert Gagnon *IDC*
Michael Goldberg *CXO Media*

5

Kate Ward *IDG New Zealand*
Carolyn Wong *ITworld*
Julie Kaufman *IDC Canada*
James Wescott *IDC Canada*

4

Amy Schurr *Network World*
Avneesh Saxena *IDC Hong Kong*

3

Angela Prasad *IDG New Zealand*
Esther Lee *Computerworld Singapore*

2

Winnie Lai *IDG Hong Kong*
Jonathan Guloyan *IDC*
Ludmila Kozina *IDC*
Marc Lowell *IDC*
Renee Merritt *IDC*
Claudia Tsunoda *ITcareers*
John Stanisic *IDC Canada*
Erin O'Connor *InfoWorld*
Richard Green *IDG List Services*
Debra Stephen *IDC Australia*

1

William Rigby *Computerworld*
Alison Watson *IDG Australia*
Bonnie Huie *Mac Publishing*
Mathew Honan *Mac Publishing*
Catherine James *IDC Canada*
Manuela Pöschko *IDG Austria*
Andrew Charlesworth *PC Advisor*
Andrea Harney *CXO Media*
Christopher DaRosa *CXO Media*
Cydney Cotter *CXO Media*
Jennifer Carty *IDG*
Lily Lin *IDC China*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Show your support - the Boston AIDS Walk is Sunday, June 3

Dear Boston-area employees,
There is no question that we all live busy lives but sometimes we need to take the time and show our compassion to support an essential cause. The annual AIDS Walk is an event that is worthy of your care and support. Here it is, 17 years after the onset of this disease and there is still no vaccine and still no cure.

Continuing a more than 10-year tradition, IDG is a sponsor of this year's AIDS Walk in Boston and San Francisco. Your participation is greatly needed, whether to walk, run or raise money. Last year we raised over $10,000 but we need to do better!

It is a 10-kilometer (6.2 mile) walk that starts at 9:00 a.m. at Boston's Hatch Shell and winds its way through the city and ends with great food donated by area companies and a wonderful concert.

IDG will provide transportation from Framingham to Boston on Sunday morning. The van, which will hold 14 people on a first-come, first-served basis, will leave at 8 a.m. sharp and return from Boston at 1:30 p.m. You are encouraged to reserve a seat in advance by contacting any team captain. The wonderful people who are serving as team captains this year are:

Maureen Roberti, Computerworld, 508-271-8007, maureen_roberti@computerworld.com
Allison Stamm, IDG Research, List Services and Sales, 508-370-0860, allison_stamm@idg.com
Rebecca Segal, IDC, 508-935-4321, rsegal@idc.com
Ellen Friedman, IDC, 508-935-4276, efriedman@idc.com
Deb Goldstein, IDG Accounting, 508-370-0820, deb_goldstein@idg.com

Team captains are being sought for Network World and other business units. If you don't have a team contact, please call or e-mail Deb Goldstein.

It is easy to register online at aidswalkboston.org. The IDG Communications team number is #1558.

All participating IDG employees should convene at the Team Meeting Area (located west of the Hatch Shell on the island in the Charles River) at 8:45 a.m. for a team photo and start to walk at 9:00.

IDG as a company has been extremely dedicated to this cause. May we continue to show our strength and commitment until there is a cure. Please remember, the money you raise and the support you show by your presence at the walk is a true gift you give to those struggling to live with AIDS and to the memory of every person who can no longer walk with us.

With much thanks,
Deb Goldstein, IDG Team Chairperson

West Coast walkers, get set

The San Francisco AIDS Walk is July 15. For details about the IDG team contact **Peter Tripodi** at 415-975-2658 or peter_tripodi@pcworld.com.

celebrating 10!

Name
Patricia Smith

Home
Andover, Mass.

Joined IDG
Feb. 26, 1990

Current title
Editor, *IDG World Update*

Most challenging part of your job
Trying to make *World Update* as engaging and useful as possible for readers who represent such a vast array of business units, geographies and jobs.

Best part of your job
Every day I have a chance to connect with an amazing international network of colleagues who educate me about their slice of the IDG world and usually make me smile in the process.

I joined IDG because
After five years of state government public information jobs I decided I should experience corporate life. My former college roommate, **Penny Winn** (then editor of the IDG News Service and co-editor with me at *World Update* since 1992), mentioned her business unit was taking over the company newsletter. It seemed like a good chance to learn about desktop publishing and the computer industry. I was right!

What's kept you at IDG for 10 years?
There's always an interesting story to tell about this company and its employees. I never know what's going to show up in my e-mail!

Strange work moment
Answering these questions after editing upward of 150 "Celebrating 10" columns. (Not to mention being on the other side of the camera.)

Best way someone could compliment you on your work
Tell me they look forward to reading *World Update*!

Family
Husband Mark, sons Jason, 6, and Dean, 4, and two devoted cats, Bailey and Cleo.

Interests
Family activities, cooking, golf, softball, novice gardening.

Latest accomplishment at home
Learning the names of more Digimon characters.

Dream destinations
Seeing the Great Barrier Reef and hiking in New Zealand.

*IDG Chairman **Pat McGovern** escorts IDG World Update's **Patricia Smith** to dinner at Boston's Four Seasons Hotel last month in honor of her 10 years of service to the company.*

As a kid, what did you want to be when you grew up?
An artist and a biologist. What was I thinking?

First job out of college
Administrative assistant for a division of consumer advocate Ralph Nader's organization in Washington, D.C.

What others can't tell just by looking at me
I was the first female basketball player at Colby College to score 1,000 career points.

If you won the lottery tomorrow, you would
Start a foundation to give grants to non-profits and social service organizations.

If I could do one thing over
I would have learned to speak Greek well enough to converse with my grandmother and better connect to my heritage.

Retirement dreams
Managing a small inn near the ocean in the summer and playing golf in a warm climate in the winter.

Manager's profile
"There are few more delicate and challenging editorial tasks than editing a company newsletter. One needs to produce the great editorial product, promote the company, honor the employees, share the know-how, explain the strategy, spread the great ideas and build the sense of community. Patricia does all this, and she knows personally and is respected by hundreds of IDG employees. She is a treasure!"

— David Hill, president,
IDG International Publishing Services

and finally.

Address change

IDG's publishing partner for *Computerworld Chile* and *PC World Chile*, Publicaciones en Computacion, Ltda., has moved to the following address:

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Santiago
Chile

Tel: +56-2-204-7677
Fax: +56-2-204-8264

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 3 Post Office Square, 4th floor, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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WWW.IDGWORLDUPDATE.COM

CW's Storage Networking World boasts $1 million revenue increase

Attendee, sponsor numbers also up sharply from last year's event as SNW series outpaces competition

Computerworld's Enterprise Business Solutions team on the set of "Who Wants to be a Storage Millionaire?" (L-R): ***Whitney Lynch****,* ***Leo Ledger****,* ***Mike Mutrie****,* ***Bernice Osborne****,* ***Ron Milton****,* ***Shari Beranbaum****,* ***Nan Jurgelewicz****,* ***Michael Meleedy*** *and* ***Pam Malingowsky****.*

Computerworld's fourth Storage Networking World conference, held April 8-11 in Palm Desert, Calif., posted record-breaking numbers for the series, with more than 2,200 attendees and 92 sponsoring companies.

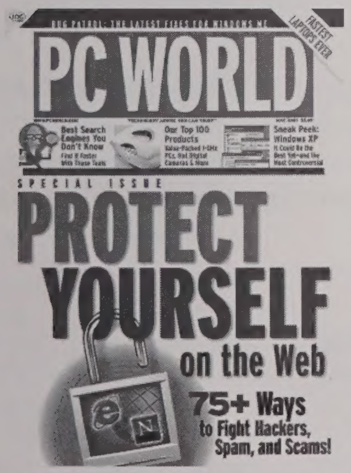
"The dedication of the Computerworld team paid off as our results carried a 40% increase in sponsors and a whopping $1 million increase in revenues over the Fall 2000 event in Orlando," said **Ron Milton**, VP/GM, Enterprise Business Solutions at Computerworld. "The SNW series continues to outpace the competition as we have now more than doubled the size of the 16-year-old Gartner storage conference, which led the market when we started this event in late 1999."

With major worldwide product announcements by Brocade and Cisco, an experts-laden conference program drew nationwide press coverage and made the daily stock reports based on the success of the product announcements at the event.

"As storage networking growth continues to outpace other technology growth in the IT sector, solid performance is expected to continue in this popular event series," said Computerworld CEO and Publisher **Alan Guibord**.

continued on page 4

PC World readership largest of any business, technology publication in U.S., according to new MRI study



PC WORLD

FASTEST LAPTOPS EVER

SPECIAL ISSUE

PROTECT YOURSELF on the Web

75+ Ways to Fight Hackers, Spam, and Scams!

Of the more than 27 million American adults who bought products online during the 30 days prior to the survey period, one in 10 (or 2.7 million) read PC World.

PC World readership now tops that of all business or technology publications measured in the just-released Spring 2001 Mediamark Research Inc. (MRI) Survey of American Consumers. Since 1997, *PC World* has built readership momentum, with its average issue audience growing by nearly 12% to more than 6.6 million, while readership at No. 2 *PC Magazine* has declined by 6%. The study also confirms that *PC World* reaches more managers, MIS professionals and Internet users than any measured competitor.

> *"With the largest paid circulation, the most editorial awards and now the largest readership, PC World is the most trusted resource for technology buying information."*
>
> *-- Bob Ostrow, publisher*

"*PC World* continues to succeed in its mission to help tech-savvy managers plan for, buy, use and integrate technology," said **Bob Ostrow**, *PC World* publisher. "Its double-barreled delivery of both managers and MIS professionals is essential for high-tech marketers who want to reach the industry's most qualified buying prospects, since both groups collaborate to determine technology purchases."

PC World readers are also active users of the Web, with 93% reporting they used

continued on page 5

The Standard partners with Stanford, Microsoft, Andersen to offer high-end business training

Schoolchildren may be on summer vacation in the States, but it will "back to school" for the senior executives who attend the inaugural Standard U June 11-15.

Organized by *The Industry Standard* in conjunction with Stanford University's Graduate School of Business (GSB), Microsoft Corp. and Andersen, Standard U is designed to be a 'business school for business leaders,' giving up to 150 corporate executives new strategies and management ideas on all aspects of corporate operations in order to survive and grow in today's economy.

STANDARD U
STANFORD GRADUATE SCHOOL OF BUSINESS
Microsoft
ANDERSEN
THESTANDARD

Eight months in development, the five-day, three-track (Strategy, Finance and Organizational Management) program will offer lectures, panels, case studies and intensive courses on today's most critical business issues. Each track will last a day and a half and be led by GSB professors and corporate CEOs. Participants can design their own program and attend one, two or all three of the programs. The cost for all three tracks is $6,000.

> *Attendees can expect "personal attention from Stanford professors and high-level peer-to-peer networking."*
>
> *— Amanda Jones, conference marketing manager, TIS*

"And they will have homework," said **Amanda Jones**, conference marketing manager at *The Industry Standard*. "There will be case studies to read before they come to class, as well as study groups and discussions after class."

Jones noted that Stanford's GSB only partners for programs with one or two outside groups a year. "[GSB] gets to extend its brand to a new audience, and this group will be people who could go to other events or even to graduate school, so Stanford sees this as fertile ground."

She said this program also gives *The Industry Standard* a chance to partner with a top, nationally ranked business school and extend into educational areas, "which we haven't done in the past." Executives from the magazine will be emceeing the program as well.

Standard U's Finance track will explore the role financial management plays in a company's success or failure. The Strategy program will take a look at how constant change affects business and how executives need to have a strategic overview for their company. In the Organizational Management track, a panel of CEOs will discuss the challenges they face in encouraging and maintaining innovation.

Attendees can expect "personal attention from Stanford professors and high-level peer-to-peer networking," Jones said. "In this case, smaller is better." Two weeks prior to the first day of school, she said nearly 80 people had signed up for the course with applications still coming in.

Jones said they have tried some new marketing methods to promote Standard U, including some radio promotions. "We've also done extensive co-marketing with [Andersen and Microsoft]," she said. "All of our partners are calling their top people and best clients and promoting it, either getting people to sign on as speakers or attendees. It's been a great experience with incredible cooperation from everyone."

Standard U will be held June 11-15 at Hotel Sofitel in Redwood City, Calif. For details contact Amanda Jones at 415-591-7902 or ajones@thestandard.com or go to www.thestandard.com/standardu.

Upcoming internal IDG events

IDG Asia/Pacific Managers Meeting
June 7-9
Honolulu, Hawaii
Contact: **Marion Kibbee**
marion_kibbee@idg.com

IDG European Managers Meeting
June 21-23
Berlin, Germany
Contact: **Marion Kibbee**
marion_kibbee@idg.com

IDG North American Online Meeting
Hosted by the Global Web Support Center
June 24-27
Le Parker Meridian
New York
Contact: **Erin Wayman**
erin_wayman@idg.com
www.supportcenter.com

IDG U.S. Sales Meeting
Aug. 15-19
Del Coronado Hotel
San Diego, Calif.
Contact: **Marion Kibbee**
marion_kibbee@idg.com

USPI
Nov. 5-7
West Coast location TBA
Contact: **Laurie Parsons**
laurie_parsons@idg.com

executive Q and A

Bob Ainsworth
The director of IDG Paper Services is this week's guest columnist. He also serves as vice president of finance for IDG Executive Forums, ITcareers and Publish Media. He may be reached at boba@idgexecforums.com. Part 1 of his column appeared May 21.

Paper jargon

Bulk The thickness of paper divided by its unit weight.

Opacity Measurement of the resistance of paper to light passing through it. High opacity prevents show-through of printing from the page behind.

Lignin Non cellulose material found in timber that acts as a binding agent between the fibers. Gives strength to paper with mechanical content but also causes it to yellow with age.

Freesheet/woodfree or fine paper Paper containing only fibers from chemical pulping processes (no lignin). High whiteness and brightness. *CIO* and *Darwin* use freesheet.

Groundwood/mechanical paper Paper containing fibers from mechanical pulping processes (contains lignin). High strength and opacity but less whiteness.

Machine finished coated A groundwood/mechanical grade with a minimal surface coat applied. High bulk and opacity of an uncoated paper with the printing properties of a coated paper.

Q From which country does IDG buy most of its paper?

A *Computerworld*, *InfoWorld*, and *Network World* all purchase their paper (Solaris, a machine-finished coated paper) from StoraEnso in Finland. CXO Media purchases Galerie Fine Silk (freesheet) from Metsa-Serla in Finland for *Darwin*. *CIO* uses Somerset Gloss, also a freesheet, manufactured by Sappi (a South African company) at its Somerset Mill in Skowhegan, Maine. *PC World*, *Macworld* and *The Industry Standard* buy U.S.-made paper from Fraser and International Paper, and *GamePro* uses Pacifica, a Canadian mill.

Q How much paper does your group purchase in an average year?

A Approximately half of IDG's total U.S. tons (20,000) are purchased through our group. This includes machine finished coated, which is paper texture or finish imparted onto the paper while it is still on the papermaking machine; groundwood, which is paper that contains between 10% and 75% groundwood pulp and freesheet, which is paper that contains no more than 10% mechanical wood pulp. The balance of the 20,000 tons are bought through merchants who represent the paper mills.

Q How far in advance do publications usually buy a supply of paper?

A Normally an annual allocation is designated to each IDG business unit during contract negotiations. This guarantees paper to the publication in the event the market tightens. Paper is usually purchased and shipped on a weekly or monthly basis, depending on the frequency of the publication. Business units keep a month or more of inventory on hand all the time; for foreign paper, the mills maintain their own U.S. warehouses to ensure availability.

Q Do you work with business units outside the U.S.?

A We're available to work with any international business unit, but at present the focus is within Europe. Involvement takes many forms to fit the needs of each country, from direct price negotiation and paper specification to providing market and pricing information to help purchasing at a local level. We currently have direct and developing relationships with IDG units in the U.K., Netherlands, Germany, Sweden, Spain, Poland and France.

Q Why does IDG have a Paper Services employee in Europe?

A In comparison to paper usage in the U.S., combined European business units use close to 75% of U.S. totals. However, IDG's decentralized nature means that this paper usage is anything but combined. Much is supplied indirectly through printers or merchants, and the true global size of our business is sometimes lost in the translation. Although U.S. and European paper markets are inter-related they do not always follow the same path. Much of the paper produced in the U.S. stays in the large domestic market, whereas the Scandinavian producers export across Europe and into the U.S. This often produces very different price and supply curves. The aim of Paper Services Europe is to provide a source of paper knowledge and support on many levels — from direct price negotiation to general market information — to help business units drive down paper costs and guarantee supply. In addition, there is a more intangible role to promote the global potential of IDG to European paper suppliers and nurture preferred customer status for the group.

Q To what extent do you need to visit paper companies?

A Building relationships with the mills and sales offices is key, and the strength of the relationship is often invaluable when markets get tight. Although prices will be negotiated by the local sales office, it is the mill that dictates the pricing direction and paper allocations for each country. Having regular contact with existing and potential suppliers proves invaluable for market information, benchmarking existing prices and helping to guarantee our supply allocations.

While it isn't necessary to visit every mill, all of us have taken opportunities to visit at least one mill just to understand the process and scale of the production. Seeing the process of taking down and stripping a 100-foot tree in 30 seconds, grinding trees into chips like they were toothpicks, and then mixing the pulp with water and other additives to make a wallpaper-like substance, drying it and rolling it at incredible speeds, all done in buildings that would hold the space shuttle, is very impressive. Equally impressive is their care in managing their forests as if they were cornfields, with regular planting, thinning and resting of the land.

19 sponsors line up for IDG Bulgaria's annual Banking IT Forum

Now an IDG subsidiary, IDG Bulgaria began publishing *Computerworld Bulgaria* in 1991 and now also produces local versions of *PC World*, *Network World* and various vertical market supplements and product catalogue-style publications.

For the third consecutive year IDG Bulgaria organized the Bulgarian Banking IT Forum to create a dialogue among prominent banking executives and government officials and increase IDG's visibility in the financial services community. Held April 18-19 in the capital city of Sofia, the forum was produced in cooperation with the Bulgarian National Bank, Bankservice and the Association of the Commercial Banks.

The 200 attendees included representatives from approximately 40 banks, both Bulgarian-owned institutions and foreign banks operating in the country. This year's event focused on bank privatization and electronic banking. IT risk management, the impact of e-signature and e-document laws and bank security were among the other topics covered.

(L-R): Bozhidar Kabakchiev, vice president of the Bulgarian National Bank and IDG Bulgaria General Manager ***Tatiana Hinova****. Representing the event's primary sponsors are Ilian Yordanov, Compaq representative for Bulgaria; SAP Bulgaria Manager Nikos Silivestros and Sysware Managing Director Anastasios Kosmatos.*

The Bulgarian banking system is undergoing a variety of changes as a result of the demands of foreign investors and the country's effort to join the European Union. A real-time gross settlement system, synchronizing with international accounting standards and the transition to smart cards are some of the required changes that all Bulgarian banks must implement. A recent survey by *IT in Banking* magazine – a twice-yearly publication of IDG Bulgaria – shows that most of the banks operating in Bulgaria plan to change their main information and automation systems.

As in the past, the forum turned a profit thanks to the support of companies that had a choice of two sponsorship packages. This year's participants were Compaq, SAP Bulgaria, Sysware, 3Com, Allied Telesyn, BEA, Compuprint, CR2, Fujitsu, Global One, HP, Impex, Informix, Intel, KPMG Bulgaria, Montran, Oracle, Printronix and System Access.

Fourteen of the sponsors presented their products and services in booths arranged in the art gallery of the Sheraton Hotel, where the Forum took place.

For more details contact IDG Bulgaria General Manager **Tatiana Hinova** at tatiana_hinova@idg.bg.

Storage Networking World

continued from page 1

More than 40 conference sessions and 56 vendors – more than any previous SNW – participating in the Interoperabilty Lab provided ample educational content to the attendees.

The event began with a fully subscribed and sponsored golf tournament and ended with a sit-down dinner for 1,100 attendees that featured the staging of "Who Wants to be a Storage Millionaire?" Conference attendees submitted their business cards prior to the dinner and were chosen at random to test their networking knowledge in the style of the popular TV game show.

Last year, Computerworld negotiated a five-year, exclusive deal with the Storage Networking Industry Association (SNIA) that includes co-ownership and production of two U.S. Storage Networking World conferences per year and a minimum of five SNIA-endorsed white papers per year.

Twelve companies have already signed on as sponsors for the first SNW Europe, which will be held this September in Seville, Spain.

"Computerworld is counting on strong sponsor loyalty and hopes to see European sponsors rallying around IDG publications in the region with additional storage networking advertising insertions to support their participation in Seville," Milton said.

For more information contact Ron Milton at ron_milton@computerworld.com.

Upcoming SNW events

SNW Europe
Sept. 10-12
Seville, Spain
www.snweurope.com

SNW Fall
Oct. 22-24
Renaissance Orlando Resort
Orlando, Fla.
www.computerworld.com/snw

Week of May 28, 2001

Publisher (CWI)

Computerworld is seeking a seasoned Publisher responsible for developing, directing and communicating all advertising sales and marketing strategies for print, online, conferences and achieving overall sales revenue objectives and bottom-line profit goals within the organization. The Publisher manages a team consisting of an Associate Publisher, two Regional VP's, approximately 25 sales representatives and Sr. VP of Marketing and Brand Development who has responsibility for setting and directing marketing strategies, public relations and research. The Publisher will also work in conjunction with the Editor in Chief and VP of Circulation to optimize publishing results. The Publisher will serve as an executive committee member and participate in the overall success of the company. Candidate must have 10-15 years experience in a trade publishing environment with proven success in marketing and sales strategies/revenue growth. Team player, excellent communicator and exceptional leadership skills to motivate a world class sales team and deliver marketing and sales strategies to sophisticated clients. *Location: Framingham MA*
Contact: S. Brown, Email: **susan_brown@idg.com**

Editorial Assistant (CWI)

Computerworld is seeking an energetic Editorial Assistant to provide day-to-day administrative/clerical support for our busy editorial department. This individual must be customer service oriented with good phone manners and ability to work independently. Must be highly organized and have the ability to prioritize and multi-task in a fast paced environment. Must have excellent communication skills and strong attention to detail. Responsibilities will include sorting mail, answering busy phones, arrange travel, expense reports and other general administrative duties. Prior administrative experience and PC skills required. This position can accommodate a flexible schedule. *Location: Framingham MA*
Contact: Email: **jobs@computerworld.com**

Program Manager, Strategic Programs and Events (CWI)

Computerworld is seeking a dynamic individual to manage their Strategic Programs and Events. This successful candidate will play a lead role in the program design, launch, promotion, marketing and sales support of Computerworld's suite of initiatives. These initiatives include sponsorship sales and support of leading both international and domestic conferences such as Storage Networking World, and Integrated advertising programs such as White Papers, Directories, and additional Online/Webzine products. ***Special Skills & Qualifications:*** Very strong verbal and written communication skills. Experience in a program/product manager role. Event Sponsorship and advertising sales/marketing and publishing experience a plus. Demonstrated capability to understand sales forecasting. Strong computer productivity applications (Word, Excel, PowerPoint, etc.). Internet and online savvy. Familiarity with Customer Contact database system.
Location: Framingham MA
Contact: J. Snow, Email: **jennifer_snow@idg.com**

Event Operations Coordinator (CWI)

Computerworld is seeking an Events Operations Coordinator with a demonstrated strong customer focus and a high level of professionalism. In this role, the successful candidate will be responsible for key event operation functions including sponsor and exhibitor materials, customer service, assisting with strategic event planning, and execution. This position will also be responsible for coordination of Shipping/Receiving, coordinating with contractors/suppliers, local event staff, hotel logistics and other operational aspects of Events. Qualified candidates will possess strong organizational and computer skills. Additional qualifications include: prior event operations experience and the ability to multi task in a time-sensitive and fast paced environment. *Location: Framingham MA*
Contact: J. Snow, Email: **jennifer_snow@idg.com**

National Accounts Manager (IDG.net)

IDG.net is looking for a National Accounts Manager who will be responsible for managing key accounts and growing a base of customers for JavaWorld. S/he will implement and develop new sales strategies and opportunities for JavaWorld including banners, email newsletters, syndication and sponsorships. The ideal candidate has a proven track record of success in media sales, including online sales, as well as experience and/or familiarity with the developer market. Requires excellent communication and presentation skills and the ability to multitask and thrive in a fast-paced environment. *Location: San Francisco CA*
Contact: K. Coldwell, Email: **kate_coldwell@pcworld.com**

Marketing/Project Manager (NWI)
In this temporary position you will be responsible for the implementation of the fall marketing plans for our Seminar and Events Division. Other responsibilities include copywriting/electronic copywriting, the ability to manage a small staff and lead the weekly marketing team meeting. The ideal candidate will have direct marketing experience, strong organizational and project management skills. Written communication skills are essential with the ability to work in a deadline driven, team oriented environment. This assignment will end on or about November 1, 2001. *Location: Southborough MA*
Contact: Email: **hotjobs@nww.com**

Performance Analyst (PCW)
PC World's Test Center is looking for an enthusiastic and professional Performance Analyst to develop and execute hardware and software tests and report on test results. Performance Analysts research, design and document testing procedures; work closely with project managers and editors to develop consensus on test implementations; analyze test results; and write reports based on testing, market analysis and interaction with end users. Candidates must know a wide-range of software, hardware and networking products used in the PC environment and be familiar with programming languages. Excellent verbal and written communication skills required; journalism experience preferred.
Location: San Francisco CA
Contact: K. Coldwell, Email: **kate_coldwell@pcworld.com**

Conference Manager (WEC)
IDG World Expo is seeking a talented Conference Manager who will be responsible for planning, developing, and implementing a complete conference program. 2-3 years experience in conference planning is required, and tradeshow experience a plus. Candidate must have excellent attention to detail; superior written and verbal communication, organizational, and computer skills. In addition, be able to effectively work well with all levels of staff and outside consultants. Minimal travel required. *Location: Framingham MA*
Contact: C. Cotter, Email: **cydney_cotter@idg.com**

Event Operations Coordinator (WEC)
IDG World Expo Company is seeking an Event Operations Coordinator to support the Operations Manager on all operational and logistical aspects for industry tradeshows. Responsibilities include exhibitor services, in-hall logistics, such as placing orders for telecommunications, security, room layouts, catering, and signage, as well as on-site registration operations. Two to four years related experience, industry knowledge, and excellent communication skills required. The position requires a high energy, team oriented individual who has solid organizational and PC skills (MS Word and Excel), and can operate effectively in a growth-oriented environment. Travel Required.
Location: Framingham MA
Contact: C. Cotter, Email: **cydney_cotter@idg.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

PC World

continued from page 1

the Internet in the last 30 days prior to the survey, and more than 72% accessing the Web at least once a day. Of the more than 27 million American adults who bought products online during that 30-day period, one in 10 (or 2.7 million) read *PC World*.

The MRI results are the latest in a series of publishing successes for *PC World*. In 2000, *PC World* led all other technology and business magazines in paid circulation, according to an analysis of ABC Magazine Publishers' Statements. Earlier this year, *PC World* earned two Jesse H. Neal Business Journalism Awards from American Business Media and five Maggie Awards from the Western Publications Association. "With the largest paid circulation, the most editorial awards — and now the largest readership — *PC World* is the most trusted resource for technology buying information," Ostrow said.

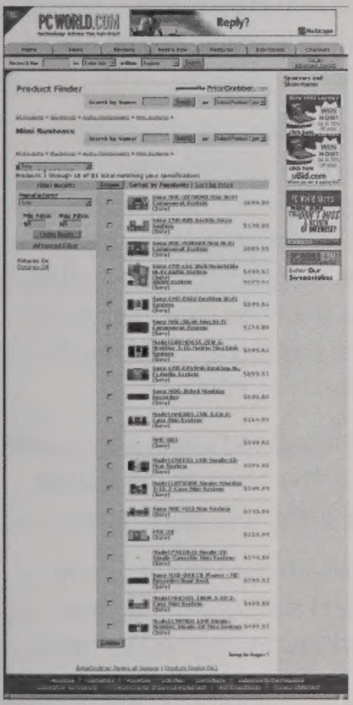
For more details, contact Public Relations Manager **Amy Dalton** at amy_dalton@pcworld.com.

Spring 2001 MRI PC World vs. major technology and business titles

	Average issue audience (000)	Managers (000)	MIS Professionals (000)
PC World	**6,620**	**2,858**	**678**
PC Magazine	6,564	2,781	616
Yahoo! Internet Life	5,019	2,032	229*
Business Week	4,424	2,281	205*
Forbes	4,336	2,015	178*
Fortune	4,115	2,171	163*
Wall Street Journal	3,794	2,078	237
Computer Shopper	3,398	1,413	328

* data relatively unstable

PC World Product Finder combines product, buying information



PC World.com's Product Finder offers technology buyers a one-stop information and purchasing resource.

Seek and ye shall find. And when you seek on PCWorld.com's Product Finder (www.pcworld.com/productfinder), which debuted earlier this month, you'll find a one-stop source for wide-ranging and unbiased technology product buying information.

Driven by technology from PriceGrabber, Inc., an online shopping comparison leader, Product Finder combines products, pricing and purchasing information with available PCWorld.com articles, plus user reviews, photos and other buying resources. Updated three times a day, Product Finder offers more than 150,000 products from 6,500 vendors in 35 categories from Graphics Cards and Games to Monitors and Modems. Users can search by product type or vendor and receive product specifications – which can be compared side by side with similar products — and the lowest prices. PriceGrabber's BottomLinePrice calculator can total the final price, including local taxes and shipping.

Product Finder is linked throughout the PCWorld.com site and is accessible from the left navigation bar on every page. Most products mentioned in PCWorld.com articles will be linked to their summaries in Product Finder. With banners, medallions and vertical ads, advertisers can target ads to specific shopping segments, such as a reseller offering free shipping on printers on a printer comparison page.

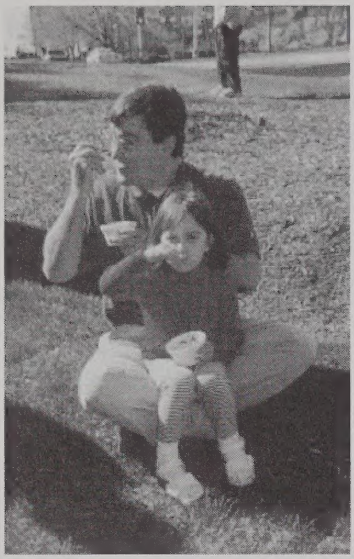
Andrew Eisner, PCW director, special products, said that Product Finder was nearly nine months in the making. "Because it's a co-branded site with the PriceGrabber engine, the bulk of the current work is done by the PriceGrabber staff. However, a lot of effort came from PC World's application development group, design group, editorial team, sales and business development. It was quite a group effort." He added that a good deal of time and effort were spent on the design and maintenance of a PCWorld.com feature that's normally associated with buying and merchandising in a manner that doesn't compromise the site's overall editorial integrity.

Eisner said that Product Finder differs from Webshopper, IDG's previous version of a product comparison site, in that it is more tightly integrated into *PC World*. "Webshopper was its own brand and site," he said, "with just a few links back and forth to *PC World*."

Product Finder's competition comes primarily from C|Net's Computers.com and other companies that combine content and buying information, according to Eisner. "What we can do is bring all the great information that the *PC World* writers and editors generate on what to buy and how to buy it. What we've got is not only product pricing and technology information, but we have the reviews to back it up."

Eisner noted that consumer electronics – from audio and home theater systems to digital cameras – are becoming a greater part of the list of products that *PC World* readers are buying. "There's a lot of information required to make an intelligent buying decision, no matter the category," he said. Contact Eisner at andrew_eisner@pcworld.com.

Next-generation employees check out parents' workplace


LESLIE BACHAND

Director/Interactive Products & Services ***Dan DeMaio-Newton*** *and his daughter Emily enjoy an ice cream sundae together.*

IDC Framingham hosted its annual Bring Your Children To Work Day on April 26 with a fun-filled array of activities for more than 60 young visitors. The day began with children having their photos taken for electronic badges just as any new employee would, though they got the bonus of having a magician entertain them as they waited in line.

The day included charades and a scavenger hunt through which the chldren learned about and visited various IDC departments. They had a chance to create resumes using photos from magazines and drew photos of the professions they aspire to. All the children spent some time in their parents' office to get a sense of how they spend a typical day.

IDC's Human Resources office coordinated the activities. For more information contact HR Marketing Specialist **Erin Casey** at ecasey@idc.com.

ERIN CASEY

Senior Account Executive / Volume Sales ***Jim Nagle****'s daughter Erica drew a picture of her future profession: juggler/computer consultant.*

InfoWorld's volunteerism strengthens in-house bonds

hange you wish to see in the

A group of volunteers from InfoWorld's Boston office. (L-R): ***Debi Rieser****,* ***Laurel Peddie****,* ***Jennifer Kavanaugh****,* ***Kristen Pomer****, and* ***Lisa Dubois****.*

Since late last year, InfoWorld employees have been catching the spirit of volunteerism in increasing numbers. Led by the Volunteer Committee, an informal group of employees with diverse interests and hectic schedules has become committed to helping in the local community while getting to know their co-workers away from the office.

According to Senior Human Resources Manager **Barbara Simkin**, the idea to create a formal volunteer program began last December with InfoWorld's Season of Sharing activities. "We wanted to do something over the holidays to reflect InfoWorld's spirit of giving and desire to share in a common goal of helping those in need," she said.

With the help of San Mateo's Human Investment Project, the San Mateo, Calif.-based weekly adopted one family, a single mother with five children, and more than 25 InfoWorld employees contributed holiday gifts for the family based on their wish list. "Due to the overwhelming response of our employees, we adopted a second family and made their holiday season a very happy and special one," Simkin said.

The season's in-house volunteerism didn't stop there. Employees also collected and donated canned goods to the Second Harvest Food Bank of San Mateo County, and, as a group, sorted candy and crates of oranges for the elderly.

"We found the group food-sorting activity to be rewarding, fun and an opportunity to get to know people from other departments," Simkin said, and the Volunteer Committee, which meets monthly to plan new activities, was founded soon after. "Volunteering as a group at the Food Bank, which we did in March and earlier this month, has now become a regular opportunity at InfoWorld."

On May 23, staff from InfoWorld's East Coast sales office in Boston spent a few hours at the Boston Food Bank and plan to participate again soon.

IW's philanthropy has also moved beyond food banks. In April, InfoWorld staff spent a dreary, rainy day painting townhouses for the Peninsula Habitat for Humanity. And as a corporate sponsor for the American Cancer Society's Relay for Life, InfoWorld is currently forming a team of 12 to 15 walkers for the June 23 San Mateo Relay For Life event — a 24-hour fund-raising walk around a high-school track.

For more information, contact Barbara Simkin at barbara_simkin@infoworld.com.

HABITAT FOR HUMANITY

InfoWorld employees painted townhouses for the Peninsula Habitat for Humanity last month. Kneeling (l-r): ***Luis Ibarra*** *and* ***Julie Wayne****. Standing (l-r):* ***Shirley McDaniel****,* ***Laine Souza****,* ***Derek Kudzia****,* ***Judy Mallman****,* ***Stephanie Beach****,* ***Grace Castro****,* ***Barbara Simkin****,* ***Wei Cheng****,* ***Jennifer Chiang****,* ***Richard Sims****,* ***Christi Melendez****,* ***Betsy Slattery****,* ***Fred Wahl*** *and* ***Erin O'Connor****. (Not shown:* ***Bayo Omololu*** *and* ***Bob Magnuson****).*

noteworthy people

New employees

Asifa Nahid has joined IDC in Framingham as a research analyst for the Application Information Access program within the Software Research group. She was recently an intern for the Yankee Group's Wireless and Mobile Services program. Asifa has a bachelor's degree in economics and econometrics from the University of New England in New South Wales, Australia and an M.B.A. from Brandeis University in Waltham, Mass. She enjoys traveling and writing stories.

Accountant **Jeff Kearns** joins IDG after serving as a consulting senior accountant for Robert Half International. He has a B.S. in business management from Bentley College in Waltham, Mass., and earned an M.B.A. in accounting from Babson College in Wellesley, Mass. Jeff enjoys reading and biking.

Network World welcomes **Carryl Hauser** as an online copy editor. She was previously document editor/administrator for Xpedior Inc. Carryl earned a B.A. in communication from Keene (N.H.) State College. In addition to playing tennis, acting and singing, she is a mentor for the Big Brothers/Big Sisters Association of Greater Manchester, N.H.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Nahid

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

15

Dagmar Batschat *IDG Germany*

14

Julio Attala *IDG Argentina*
Gaby Kirschbaum *IDG Switzerland*
Susanne Kratoschka *IDG Germany*
Michael Nerke *IDG Germany*

13

Ann Andrisani *IT World Canada*
Bruce Buckman *IDG New Zealand*
Karin Tzschentke *IDG Austria*

12

Anthony Doesburg *IDG New Zealand*
Eric Cormier *Network World*

11

Bea Horváth *IDG Hungary*
Ilona Rodriguez *IDG Hungary*
Judith Mallman *InfoWorld*

10

Noboru Masuda *IDG Japan*

9

Morten Meilby *IDG Denmark*
Marlene Buschbeck-Idlachemi *IDG Germany*

8

Michael Ruis *IDG Denmark*

7

Peter Kane *IDG New Zealand*
Anne Ridyard *Digit (U.K.)*

6

Michael Hall *IDG*
Caryn Andruski *IDC*
Theresia Schmid *IDG Germany*
Yanka Petrovska *IDG Bulgaria*

5

Ann Hall *IDG Australia*
Helen Barnard *IDG Australia*
Chris Shipley *IDG Executive Forums*
Tim Sheedy *IDC U.K.*
Ruy Mendes *IDC Brazil*
Tom Wailgum *CXO Media*

4

Andrea Lengyel *IDG Hungary*
Katrina Dahlquist *IDC*
Gabriele Dineiger *IDG Germany*
Klaus Maurer *IDG Germany*
Michael Galuschka *IDG Germany*
Peter Steinlechner *IDG Germany*
Martin Deppe *IDG Germany*
Steven Poelking *IDC Canada*

3

Greg Canfell *IDG Australia*
János Varga *IDG Hungary*
Helle Thilo *IDG Denmark*
Pernille Olsen *IDG Denmark*
Nicole Bayerl *IDG Germany*
Susann Gebler *IDG Germany*
Maureen Marcelle *IDG*

2

Poonam Khanna *IT World Canada*
Rolf Fischer *IDG Switzerland*
Kailas Kavishwar *IDG*
Leah Graves *CXO Media*
Anita Cseresznye *IDG Hungary*
Karine Moreau *IDG France*
Niels Veileborg *IDG Denmark*
Jan Hansen *IDG Denmark*
Katja Hougaard *IDG Denmark*
Jette Merkel *IDG Denmark*
Mikkel Ekenberg *IDG Denmark*
Karen Hulsbos *IDG Australia*
Karen Funk *IDG Germany*
Verena Nisslein *IDG Germany*
Christine Vetter *IDG Germany*
Enrico Badalamenti *IDG Italy*
Hamish McKenzie *IDC U.K.*
Shunsuke Murahashi *IDC Japan*

1

Edith Arnold *IDG Switzerland*
Adrian Bürke *IDG Switzerland*
Peter Durtschi *IDG Switzerland*
Rita Moumni *IDG Switzerland*
Andrew Santosusso *ITworld*
Allison King *IDG Research Services*
Rick Perera *IDG News Service*
Sarah Crowley *CXO Media*
Irene Simental *IDC*
Scott Saunders *IDC*
Helen Han *IDG Australia*
Diego Aguirre *PC World*
Christine Robl *IDG Germany*
Jan Hanika *IDG Germany*
Jan Tomaszewski *IDG Germany*
Marion Müller *IDG Germany*
Panagiotis Kolokythas *IDG Germany*
Nicole Gallant *IDC Canada*
Maiko Takahashi *IDG Japan*
Chris Barnard *IDC Benelux*
Beatrice Sarraf *IDC Benelux*
Evelien Wiggers *IDC Benelux*
Edwin Spinks *InfoWorld*
Krista Gonzalez *InfoWorld*
Michiko Ohishi *IDC Japan*
Michael Widjaja *IDC Hong Kong*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!

Name
Cheryl Asselin

Home
Hopkinton, Mass.

Joined IDG
April 1989

Career path
April 1989-1992, copy editor and assistant managing editor, *Digital News* (no longer published by IDG); 10-month stint at a non-IDG publication; started with CXO in April 1993 as a copy editor. I've since been the production editor, copy chief and am currently the managing editor, production, at CXO.

Most challenging part of the job
Communicating all of the little details of the production process to the right people and tracking it all.

Best parts of my job
The people I work with and the variety that each day brings.

What's kept me at IDG
The culture and the flexibility.

Latest accomplishment
I planted peonies and they haven't died yet!

First job
Immediately after college I worked at the *Middlesex News* but joined IDG within the year.

Best piece of advice I've ever received
When I became a manager, my mentor told me to be myself and not to do anything that feels unnatural. This has stayed with me throughout my career, and I've since passed it on to other managers.

Family
My husband Paul and my two boys, Cameron, 2 1/2, and Spencer, 9 months. Do I have to mention the cats?

Interests outside the office
Running, gardening, going to Dairy Queen and playing in the sandbox and swinging on the swings (with my sons of course!).

Most rewarding accomplishment
Becoming a mother. It's been an enriching experience, both personally and professionally.

What I wanted to be when I grew up
A radio disc jockey.

The possession I'd grab if my house were on fire
My hair dryer.

*IDG Chairman **Pat McGovern** escorted CXO Media's **Cheryl Asselin** to dinner at Boston's Four Seasons Hotel in honor of her 10 years of service to the company.*

Favorite vacation spot
Kauai

What others can't tell by looking at me
My age.

If I could do one thing over
I'd re-run the Apple Blossom Challenge road race that I ran in early May. I didn't enjoy myself all that much!

Manager's profile
"CXO is a highly complex publishing environment, with two magazines with different frequencies and schedules. Cheryl makes it all run smoothly through a combination of exceptional organizational skills, attention to detail *and* the big picture, communication and follow-through. Her versatility as an editor and manager is incredibly valuable to our operations. She's one of the best people managers I've ever met, great at spotting and cultivating people's talents and inspiring them to go further. She sets a great example: Cheryl is clearly guided by a sense of personal integrity and a commitment to excellence. I have the deepest respect for her both personally and professionally; she's one of the core members or our editorial team."

—Abbie Lundberg, editor-in-chief, CIO Magazine

and finally...

And the winner of Webby tickets is...

...VP of Human Resources/HRSD West **Sue Murphy**! Her name was chosen in a random drawing of all correct entries in the Webby ticket giveaway contest first announced in World Update Online (www.idgworldupdate.com) on March 12. Sue and a guest will attend the Webby Awards ceremony in San Francisco on July 18.

For more information on the Webbys, "the Oscars of the Internet," go to www.webbyawards.com and cast your vote in the "People's Choice" awards.

IDG WorldUpdate

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Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 3 Post Office Square, 4th floor, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

IDG World Update

4 JUNE 2001
VOLUME 31, NUMBER 23

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Redesigned *InfoWorld* features closer ties to Web, events

Smaller trim size, cleaner layout, easier navigation earn praise from readers

REDMOND INCRIMINATES USERS
InfoWorld
First look at Web services
the True Value of IT
Come online: The price is right

InfoWorld editors and designers relied heavily on input from reader focus groups in crafting the publication's new look and feel.

The reviews are in, and *InfoWorld* readers give the thumb's up to the weekly's new design, launched May 14. "It moves *InfoWorld* out of the trade-rag category and makes it more upscale and fun to read," said one. Another reader said its new trim size (9.5 by 12 in. vs. its previous one of 10.5 by 13 in.) "...fits in the briefcase better when I pack magazines to take home from work. I won't take the bigger ones because they don't fit." Lastly, one reader noted, "It appeals to business and IT people."

Regardless of the size of their briefcases, business and IT decision makers are the San Mateo, Calif.-based publication's core audience. According to a survey of 200 executive *InfoWorld* readers, more than half plan to increase their technology budgets by an average of 27% in the next year, which means that company decision makers, whether on the business or IT side, must understand technology in order to drive their firms forward.

"As business becomes more dependent on information and technology, the value of IT investments is greater than ever," said **Michael Vizard**, editor-in-chief of *InfoWorld*, InfoWorld.com and *CTO Magazine*. "Our primary research revealed that 70% of respondents view IT initiatives as absolutely essential to business success and that 55% believe that IT has a significant impact on their business strategies."

To make *InfoWorld* easier to read and more appealing to its readers, the redesign offers more online resources, a cleaner layout, easier navigation and expanded analysis and columns. New York-based

continued on page 7

Network World hailed as successful model of print-to-Web-integration

Network World Fusion (www.nwfusion.com), the online companion to *Network World*, was cited as an outstanding model of print-to-Web integration by *Min Magazine* in its first annual review of "Publishing's Top People, Places & Things Online." Ranked No. 17 overall among a who's who in online publishing, Network World Fusion was one of only two high-tech-related Web sites listed in the magazine's New Media 50 report, which appeared in the publication's just-released spring/summer issue. *Min Magazine*, a resource for advertising-agency media buyers and magazine management and executives, is published twice a year by PBI Media, LLC.

IDG WORLD UPDATE

Among those helping to keep Network World Fusion at the top of its game are (standing, l-r): ***Hillary Freeley****, director of online development;* ***Sheryl Hodge****, online copy editor;* ***Robert Koenig****, account executive for Fusion;* ***Alonna Doucette****, vice president, online development;* ***Debbie Lovell****, online account manager;* ***Charley Spektor****, director of business development;* ***Stephanie Gutierrez****, account executive for Fusion; and* ***Adam Gaffin****, online editor. Seated:* ***Marlo Matoska****, senior Web producer; and* ***Jason Meserve****, staff writer, Fusion.*

Noting that e-newsletters "tap into the Internet's only essential, indispensable activity — e-mail —" *Network World*'s 44 micro-targeted newsletters were also acknowledged as a highly successful way of reaching its specialized IT audience. *Network World* distributes 5.5 million e-mail newsletters each month.

According to *Min Magazine*, six-year-old NW Fusion not only pioneered some key elements of online strategy, but its staff has been thinking longer and harder about how to move readers between print

continued on page 4

in brief newsworthy

IDG Japan's fifth annual Computer Telephony World Expo draws nearly 60,000

Convergence was the order of the day at the fifth annual Computer Telephony World Expo/Tokyo 2001. Organized in April by IDG Japan, it is the nation's biggest computer telephony event and covers the merging of voice, data and Web technologies and how these technologies and services are affecting the Internet economy.

"The expo brings together major Japanese telecom hardware firms and computer telephony vendors in a rich, international mix," said **Kimiko Niwa**, IDG Japan manager, public relations and corporate marketing.

Targeting corporate IS engineers, application developers and CIOs, the show drew 57,962 attendees and members of the press to see 84 exhibitors, ranging from Japan's Hitachi and NTT to U.S.-based Intel and Microsoft. Niwa said this was Microsoft's first appearance at the show, and it emphasized its alliances with computer telephony vendors.

Among the six keynote speeches were Intel Corp. Director Robert Heymann, speaking on "Enabling Service on the Next-Generation Network," and Avaya Japan President and CEO Masayasu Uno who discussed "Building Real eBusiness Communication."

More than 57, 000 attendees jostled for space during the three days of Computer Telephony World Expo/Tokyo 2001.

Held in conjunction with Computer Telephony World was the eCRM (eCustomer Relationship Management) Solutions 2001 Expo. "eCRM has been a hot topic here," said Niwa, "because it focuses more on the front-end applications of computer telephony technology. A new style of customer-relationship building is emerging with the combination of IS and communication tools like phone, fax, e-mail and the Web. eCRM will be the source of new business opportunities."

The date for next year's event has yet to be decided. For more information, contact Kimiko Niwa at kniwa@idg.co.jp.

Network World Italia's online survey helps fuel roundtable debate

Network World Italia's editorial staff recently hit upon an effective method of serving both readers and vendors while generating fodder for some interesting articles in the publication. Earlier this year, the staff used its Web site (www.nwi.it) to conduct two separate online surveys. The first focused on readers' opinions about Enterprise Resource Planning software and the second on their thoughts about Application Service Providers (see box for sample questions and responses). Both surveys relied on responses from 250 readers.

The publication then invited representatives of leading vendors in each field to a roundtable discussion where results of the surveys were presented and discussed. "ERP: Ready for the Web" was held in March with five software vendors in attendance: FED, Baan, Gruppo Formula, JD Edwards and Oracle. Three representatives from user organizations were also invited to participate.

*Network World Chief Editor **Alessandro Degli Occhi** (center) introduces the debate at the "ASP: Where is the Business?" roundtable last month.*

In May, the company organized a second roundtable: "ASP: Where is the Business?" and invited eight vendors and three users to participate. The vendors included: Axioma, B2Biscom, Blixer, Gruppo Pro, IBM Global Services, Netesi, SAP and Siosistemi (part of the Telecom Italia Group).

"We gathered the opinions and views of some important vendors as well as some of our readers, which we were able to turn into some impressive articles," noted *Network World Italia* Chief Editor **Alessandro Degli Occhi**. "The roundtables were also an excellent way to meet some of the most important vendors in the local market and update them on our editorial initiatives."

Degli Occhi said that another roundtable focusing on network security in the enterprise is planned for September.

Published 20 times a year, *Network World Italia* has a controlled circulation of 15,000 qualified readers.

For more information, contact Alessandro Degli Occhi at alessandro_degliocchi@idg.it.

Sample questions from *NW Italia*'s survey

Do you consider the integration of ERP applications with the Web to be an important strategic initiative for your company?

11%	Yes
29%	Yes, it is a big opportunity to increase business.
19%	Yes, but it depends on the cost of the integration.
14%	No
5%	Don't know
22%	No, I consider this operation still too complex.

Would you use an ASP service?

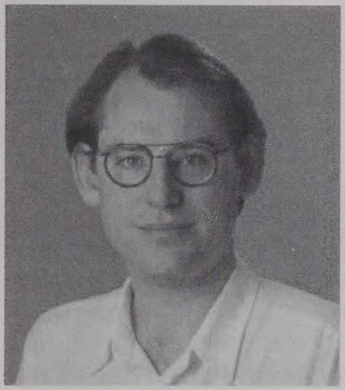
5%	Yes
25%	Yes, but it would depend on the quality of service.
5%	Yes, but it depends on the price of the service.
20%	No
10%	Don't know
35%	No, I don't consider it a reliable service.

primer

back to basics

Bruce Buckman

The manager of Web development at IDG New Zealand, looks at online design and content issues.



Online design tip:

Make effective use of available space

Don't waste your first 640x480 pixels
This is the only space you can guarantee all your users will see given the differences in monitor sizes. Don't fill it with excessive white space or graphical logos that will force users to hit the scroll bar the moment they get to your site in order to find the good stuff.

Keep graphics and logos small
The limits are influenced by the design of the site, but in general: 1) look for ways of using HTML to create design elements rather than graphics, 2) Keep logos of a size and position where they clearly brand your site but don't stop you from using valuable space for content or navigation (remember that first 640 x 480).

Don't make fonts too big
Body fonts never need be greater than HTML font size 2. Navigation links can frequently be done in HTML font size 1, especially when using a font like Verdana, which is legible at this lowest size and will even display bold at that size, unlike Arial.

Q What are the goals you should have for your site from a design perspective?

A The genesis of a good site comes before its design. You need to start by establishing what it is you want the site to achieve. In the IT publishing market, the answer to that question is likely to be high traffic and frequent traffic. There are few revenue models that won't be more successful when your site gets a high number of visitors, who visit frequently and view multiple pages per visit.

Q How do you achieve those goals?

A A site needs to create the best user experience, which comes from speed of access, ease of use and quality of content. You need to provide the information your audience wants and they must be able to find it easily. You'll need to update content regularly and always highlight the freshest and highest value content. If the site has its roots in a print publication, then you must add value beyond the already published print content.

Q Are those qualities enough to encourage people to revisit the site?

A News remains a primary driver of return-traffic. It changes daily, even hourly, when there's a crisis on. One of the hardest things to deal with when you first take your print properties online is the issue of "do you break news online or save it for print?" It is almost impossible to keep a story for a print deadline – an online competitor will certainly have the story up long before your magazine or newspaper reaches subscribers. So news is a vital tool to get repeat visitors, and you should use things like e-mail newsletters and "e-mail this story to a friend" functions on pages to maximize the value of news.

Q Is the old publishing mantra "content is king" true for the Internet age?

A No, it has to be adapted. In this space, it is the delivery of content, not just the quality of content, that rules. With print, the delivery of content is more or less a constant across competitors, which means editorial quality alone can make the difference. With the Internet, second-rate content can win the day if it is easier to find and view than competing top-quality content. Also, print publishers need to be aware that with the Internet, the highest-value content is not necessarily editorial content. Since the Web is driven increasingly by information applications (apps that allow for the retrieval, filtering and sorting of data of all types) then "editorial," which publishers traditionally think of as high-value, is not necessarily what the new Web user thinks of as high value. A Web user may be more interested in collecting and comparing product information, searching out training courses or looking for jobs online. None of these functions need involve any editorial content and all are very valuable, both in terms of traffic driving and in real dollars.

Q How has the online arena brought about different content options?

A Both the Internet and print are mediums governed by technical limitations. In print's case it is the static nature of the printed page and its lack of interactivity. But online you are dealing with a medium that gives you the means to make raw data available to people in a usable form. Good navigation and search functions can let users drill rapidly through data. Go one step further and provide online applications that let them manipulate data – comparing product prices and features, for example – and suddenly you've got powerful applications that let people find the information themselves. Our editorial expertise remains important when it comes to putting information in perspective, but users increasingly expect to be able to access additional resources.

And it's really a fallacy to talk about people browsing Web sites, at least in the IT market. Users may visit sites regularly to check things like daily news, but most of the time they are firing up their browser to go searching for specific information – technical help, product information, and training materials or courses for example. So we need to structure content with this behavior in mind and provide both the information and the tools to let people find it.

In addition to the kind of applications mentioned already, you need to provide things that folks can't get from your print properties but that also complement them – software downloads, online polls and user forums for example. These things can also feed content back into the magazine. We take questions submitted to our online help forum, for example, and run them in *PC World New Zealand.*

At the end of the day, if you don't have the content or applications available you should provide links to it through someone else's site. You'll win friends by providing a good service, not by withholding information from your users because you don't want them to leave the site.

Bruce Buckman may be reached at bruce_buckman @idg.co.nz.

Ninth ComNet Prague boosts conference offerings

ComNet Prague made its mark this year with the greatest variety of program options in the event's nine-year history. Organized by IDG World Expo in Germany, ComNet Prague drew approximately 13,000 high-tech professionals and more than 100 companies focused on the convergence of IT and telecommunications.

This year's attendee and exhibitor figures were not as high as those in past years because the Czech government has delayed opening up the country's telecom market and given the incumbent provider, Czesky Telecom, until mid-2002 to prepare for competition, said ComNet Prague Director **Gunnar Küchler**. As a result, all prospective operators and equipment manufacturers are on hold and have cut their marketing budgets, including exhibition participation. In addition, Western telecom vendors are looking cautiously at the market and are not quite ready to invest.

Nonetheless, ComNet Prague lived up to its reputation as the country's leading business-to-business IT/telecom event with four special programs. *Czech Computerworld* sponsored an e-business conference that attracted 140 paid attendees, while a competitor's magazine hosted another conference on regulation and convergence. The annual ComNet Solutions Park featured specialized applications developed primarily for small- and medium-size businesses while a one-day forum focused on wireless technologies.

Participating in the opening of ComNet Prague 2001 are (l-r): Svatoslav Novak, chairman of the Association of Public Telecom Services Operators in the Czech Republic; ***Steven Frantzen****, managing director of IDC Central Europe, who spoke at the opening ceremony;* ***Gunnar Küchler****, director of ComNet Prague; Jaromir Schling, minister of telecommunications, Czech Republic;* ***Ivan Novotny****, director of IDG Czech; and Petr Klauda, vice president, Siemens s.r.o. Information & Communications Network Group.*

For more information contact Gunnar Küchler at gkuechler@ksmesse.de. or go to www.comnet-prague.cz. WU

IDC predicts huge gains in Czech market

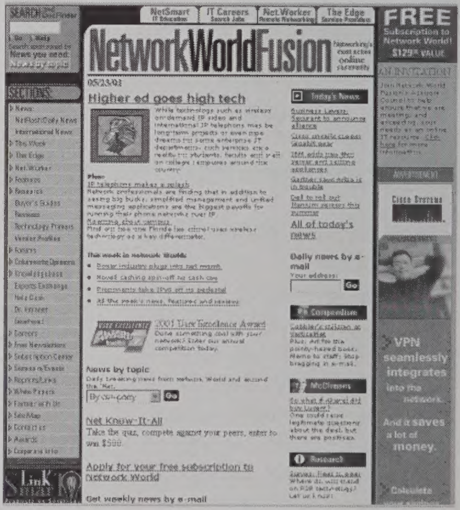
IDC forecasts that the total Czech telcommunications market will grow from $1.94 billion in 1999 to $3.27 billion by 2004. The fixed-line market will expand from $1.14 million in 1999 to $1.52 billion by 2004, while the mobile services market will grow from $802 million in 1999 to $1.75 billion in 2004.

Network World

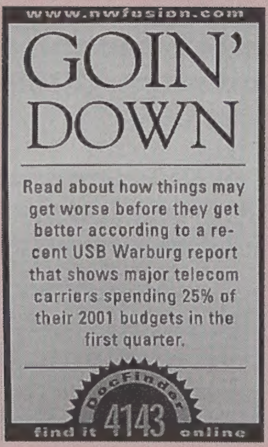
continued from page 1

and online platforms than almost anyone else. Network World Fusion's "simple, common-sense way of directing readers to specific online content" was held up for special praise. The publication attaches a four-digit code to articles that can be entered in a DocFinder box on the site to call up related Web content. *Min Magazine* also endorsed *Network World*'s long-standing underlying organization that results in very closely integrated editorial, sales and marketing efforts across the print and online publications. *Min Magazine* noted that everything from primers and tutorials to relevant archived articles, the latest news pertaining to the subject and a host of resource links are kept in one place. Praising NW Fusion for its willingness to "send readers anywhere else they need to go online to find the material that they need," the magazine said that this is the difference between many of today's content providers and what publishers need to become tomorrow — true service providers.

"There are a number of Internet destinations that specialize in technology content, but no site offers the amount of content and overall depth of resources as Network World Fusion," said **Alonna Doucette**, vice president of online development. "We are thrilled to earn such accolades from this well-respected publication, as it validates our successful business model and our ability to help IT professionals get their jobs done."



For more information contact Public Relations Manager **Wendie Larkin** at wlarkin@nww.com. WU


www.nwfusion.com

GOIN' DOWN

Read about how things may get worse before they get better according to a recent USB Warburg report that shows major telecom carriers spending 25% of their 2001 budgets in the first quarter.

DocFinder

find it 4143 online

DocFinder numbers such as this one point readers to related content online.

IDG

Week of June 4, 2001

CEO

IDG is seeking a proven leader capable of building an information service company in the bioformatics market, beginning with a business-to-business trade publication serving this new BioIT professional and extending to online services, webcasts, conferences and other information products. This individual will have an understanding of the convergence of technology and biology and the emerging role played by information technology professionals in this new market. Demonstrated experience running a media company successfully --- writing and executing a business plan, hiring and motivating staff, communicating effectively, driving revenue, building new products --- is required.
Location: *Boston/Framingham MA*
Contact: S. Brown, Email: **susan_brown@idg.com**

Marketing Coordinator (WEC)

As an intricate part of the Marketing Team, you will assist in the production of direct mail materials and show guides. The successful candidate will manage outside vendors, coordinate Web site content, coordinate sales materials, write promotional copy and work well in a team environment. This position demands a detail-oriented, assertive communications professional with 2-3 years of experience in product or direct marketing and in marketing communications. Trade show experience helpful.
Location: Framingham MA
Contact: C. Cotter, Email: **ccjobs@idg.com**

Marketing Manager (WEC)

IDG World Expo is seeking a talented Marketing Manager to join the Marketing Team. Responsibilities include developing, managing and implementing a marketing strategy resulting in increased attendance for fast-growing IT conference and tradeshow event. This individual will manage attendee and exhibitor promotion through print, broadcast, outdoor and on-line marketing efforts as well as coordinate public relations campaigns and trade group relationships. Budgetary responsibility and vendor management experience essential. Requires 3 - 5 years' experience in marketing communications or technology event marketing. Minimal travel required. *Location: Framingham MA*
Contact: C. Cotter, Email: **cydney_cotter@idg.com**

Circulation Coordinator (GMG)

This support position reports to the Circulation Director in the GamePro Circulation Dept. Position requires superior organizational, and written and verbal communication skills. Tasks include report preparation and updating, customer service, filing, vendor supervision and follow-up, Internet website report access, and other tasks as assigned. There is opportunity for growth for the right individual. This is a ground floor opportunity to put your talents to work in a fun and fast paced publishing environment. Computer Skills Needed: MS Word, Excel, Access, Internet.
Location: San Francisco CA
Contact: Email: **bservice@gamepro.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

spotlight on the job

IDG Central Services' Marilyn Mullins welcomes callers, messengers, visitors and celebrities to 501 Second Street

Who's who at 501 Second Street

The following business units and divisions have employees at the 501 Second St. address in San Francisco:

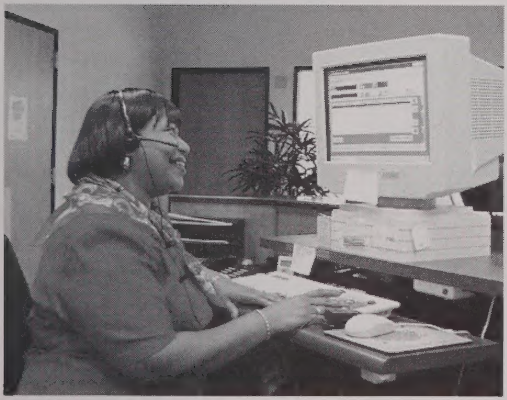
IDG Communications
IDG Global Solutions
IDG.net
IDG News Service
IDG World Update
PC World
GamePro
InfoWorld (satellite office)
CIO (satellite office)
Central Services Group

"PC World, how may I help you?" Place a call to *PC World* or any of the nine other IDG divisions housed at 501 Second St. in San Francisco and you'll be welcomed by the voice of Head Receptionist **Marilyn Mullins**.

"I answer the phone, that is my main priority," Mullins said. "I like it. I'm a people person. I can talk to people and not be intimidated." She said she has "a motherly instinct" to calm callers who are disgruntled about receiving a free issue instead of a free subscription, or have questions about media kits or editorial calendars, calls she transfers to the appropriate department.

Not only is Mullins responsible for seeing that the local, national and international phone calls for the 370 IDG employees in the building get to the right person, she signs for incoming packages and lets the recipients know they've arrived, minds outgoing packages until they are picked up, books the building's conference rooms for meetings and classes and greets upwards of 15 visitors and vendor representatives a day who are visiting various editorial or marketing departments or the PC World Test Center.

Mullins, who recently celebrated her third anniversary with IDG, came to the company from chipmaker Veriflo where she was an administrative assistant. She was hired as *GamePro*'s receptionist, then moved to *PC World*'s front desk. At the time there were three IDG receptionists on different floors of the building. IDG Central Services Group consolidated the three positions and there is now one receptionist – Mullins.



A self-described "people person," Mullins says she enjoys helping the people who call the company looking for information or solutions to problems.

*IDG Central Services' **Marilyn Mullins**, who recently celebrated her third anniversary with the company, says she plans to stay put till she retires.*

IDG WORLD UPDATE PHOTOS

Mullins said that she answers approximately 240 outside calls a day and around 80 internal calls. With the Intellidesk phone software she uses, she enters the first three letters of an employee's last name, which brings up their name and extension on her monitor. She then presses Transfer and the call goes through. The Intellidesk system also holds other IDG information, such as international business units' addresses and contacts, publications' URLs and an employee directory. Other than having to sign bike messengers' very grubby package invoices, what bothers her the most about her job is when there's nothing she can do to help the caller or doesn't have the information they want, despite all the IDG information stored in her computer.

There are the lighter moments, however. "Every day someone calls to order a personal computer – 'Well, you're PC World, aren't you?'" she said. "Some people have questions about setting up a new PC – 'You're IDG, you write those books for dummies, right?'" She tells them politely that IDG doesn't sell computers, just writes about them and sends the call to an appropriate department if possible.

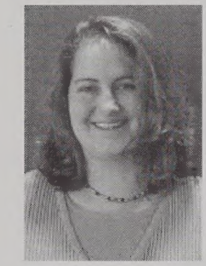
"It's a really interesting job," she said. "You never know who's going to call or walk through the door." Among the celebrities she's had in her waiting area are San Francisco Mayor Willie Brown, U.S. Senator Diane Feinstein, former San Francisco 49er quarterback Joe Montana and wrestling star D'Lo Brown. "I try not to gawk," she added.

Mullins knows the phone system better than anyone and said that when she was out for six weeks recently with back problems her co-workers who filled in for her claimed that "all hell broke loose" while she was gone. They can rest assured. "I plan to stay here until I retire," she said.

noteworthy people

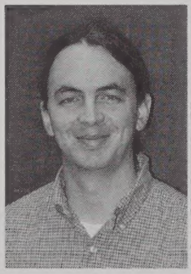
IDG WORLD UPDATE

Pomer


JILL FIORETTI

Juhola

Clooke


IDG WORLD UPDATE

Lemon

Promotions

InfoWorld Account Executive **Kristen Pomer** has been promoted to district sales manager for New England and Canada. "In a tough market there are still going to be some shining stars, and I am proud to have one of the brightest of them on my team," said Associate Publisher **Tom Grimshaw**. "It brings me great pleasure to work with a professional who through hard work, dedication and perseverance has worked her way up in the sales organization at InfoWorld Media Group. Kristen joined the sales team in Boston as a sales associate just a few years ago. She worked hard and was promoted to account executive. As Account Executive of the Year in 2000, Kristen succeeded in achieving over 250% of quota. In addition, Kristen brought in more new accounts than any other salesperson last year and has consistently sold multiple *InfoWorld* products in a consultative and integrated fashion in this very tough market."

New employees

Ilona Juhola has joined IDC's Mountain View, Calif., office as a senior human resources representative. She was previously an HR manager with eLance.com. Ilona earned a B.A. in psychology and social behavior from the University of California/ Irvine.

VP/Conferences and Events **Cynthia Conners** joins InfoWorld Media Group after serving as vice president of sales at StarCite, Inc. She has a B.S. in accounting from San Jose (Calif.) State University and an M.B.A. from Golden Gate University in San Francisco. Outside the office she enjoys hiking, running and yoga.

Scott Ellison has joined IDC's New York office as program director, Wireless & Mobile Communications. He was previously director of global branding and Internet development at Viatel. Scott has a B.A. in foreign affairs from the University of Virginia. An exercise enthusiast, he particularly enjoys scuba diving and skiing.

Computerworld welcomes **Keeley Guillerme** as a marketing associate/research for CW's new online community, Executive Suite. She was previously a product marketing analyst with Authoria, Inc. Keely earned a B.S./B.A. from Northeastern University in Boston majoring in international business and marketing. Keeley's interests include running, tennis, skiing, hiking and kayaking.

Bob Woerner has signed on with Hungry Minds' Indianapolis office as acquisition editor. He was previously licensing manager with calendar and poster manufacturer At-A-Glance where he worked with business partners such as the National Football League, the National Basketball Association and Elvis Presley Enterprises. He holds a B.S. in management from Indiana University in Bloomington, Ind., and enjoys running and volunteering for local amateur sporting events.

CD Editor **Richard Clooke** is now part of the *PC Advisor* staff in London. He was previously a public relations executive with Guildsoft, Ltd. Richard earned a B.A. in marketing and German from the University of Humberside in Hull, U.K. He makes time for cricket, climbing, hockey and "attending live gigs."

Transfers

Sumner Lemon, previously editor of *Computerworld Hong Kong*, has signed on with the IDG News Service as Taipei correspondent, based at the office of IDG's Taiwanese licensee, Infopro. He first joined IDG in 1997 as a staff reporter at *Computerworld Hong Kong*. Sumner has a B.A. in East Asian studies from Colby College in Waterville, Maine.

Previously the editor of *Ne work World Canada*, **Michael Martin** is now based in New York as a senior writer for *Network World* U.S. He earned a degree in history from Queen's University in Kingston, Ontario, and a journalism diploma from Centennial College in Toronto.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Coming up

The Middle East IT Forum
June 10-11
Marriott Hotel Dubai
Dubai, UAE
www.idccentraleurope.com/forum/forum.php?forum=uae180301

The Industry Standard's Standard U
June 11-15
Hotel Sofitel
Redwood Shores, Calif.
www.thestandard.com/conferences

The Central and Eastern European IT Forum
June 14-15
Marriott Hotel Prague
Prague, Czech Republic
www.idccentraleurope.com/forum/forum.php?forum=cz170501

InfoWorld's CTO Forum
June 19-21
San Francisco, Calif.
Palace Hotel
ctoforum.infoworld.com/forumInfo/default.asp

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Marilena Gonçalves *IDG Brazil*

19
Arline Clements *IDC*
Debbie Waters-Colacchio *IDG*

16
Andreas Dunse *IDG Germany*
Rudolf Schuster *IDG Germany*
Walter Kainz *IDG Germany*

15
Martin Hingley *IDC U.K.*

14
Norm Noble *PC World*
Eileen Lobaugh *CXO Media*

13
Alan Farias *IDC*
J.P. Martinez *IDG Brazil*

12
Paul King *PC World*
Meg Rogers *IDG New Zealand*

11
Mary Porter *IDC*
Clare O'Brien *ITworld.com*
Henry Pham *PC World*

10
Lisa Sydney *CXO Media*

9
Steve Lawson *IDG News Service*
Karen Mulligan *IT World Canada*

8
Paul Mason *IDC*

7
John Farrell *IDC*
Virginia Lehr *IDC*
Ralph Junior *IDG Brazil*
Ana Orubeondo *InfoWorld*

6
Christopher Greene *IDC*
Jeffrey Chua *Computerworld Singapore*

5
Steven Traynor *CXO Media*
Sandrine Gissinger *IDG France*
Daniel Rougier *IDG France*

4
Tomas Bucina *IDG Czech*
Joseph Rigoli *IDC*

3
Michelle Berube *IDC*
Pamela Giesen *IDC*
Mary McPhillips *IDC*
Sophie Mayo *IDC*
Tim Moynihan *IDG.net*
Sean Murphy *PC World*
Julie Hanson *CXO Media*
Yukari Sasaki *IDG Japan*
Robert Cathey *InfoWorld*
Sharon Bird *IDG U.K.*

2
Scott Marsh *IDC*
Kim Zetter *PC World*
Claudia Araujo *IDG Brazil*
Paulo Barbosa *IDG Brazil*
Sandra Pantarotto *IDG Brazil*
Melissa Sayon *IDG Brazil*
Linus Lai *IDC Malaysia*

1
Jakub Moc *IDG Czech*
Jennifer McSweeney *IDC*
Scott Saunders *IDC*
David Howerton *IDC*
Helen Walker *IDC*
Liliana Pomareda *IDC*
Michelle Fitzpatrick *IDC*
Charlotte Rancourt *IDC*
Silvina Colnett *PC World*
Karen Grayson *PC World*
Eric Berkman *CXO Media*
George Chidi Jr. *IDG News Service*
James Evans *IDG News Service*
June Zammett *IDG*
David Castaneira *IDG France*
Oliver Kurz *IDG Gemany*
Christophe Urra *IDG Germany*
Petra Kollmaier *IDG Germany*
Karen Hall *IDC Canada*
Barbara Madariaga *IDG Spain*
Arancha Asenjo *IDG Spain*
Jose Carlos Daganzo *IDG Spain*
An Chung *IDC Benelux*
Michelle Burnham *InfoWorld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Calendar contest now under way!

Entries are now being accepted for the 18th annual IDG Employee Photo Calendar Contest open to all IDG employees worldwide. Twelve masterpieces will be selected for the calendar distributed to all IDG employees worldwide.

1. Submit up to two color or black-and-white prints or 35-mm slides that you have taken of any subject. Digital photos must be submitted on photographic quality paper. No panorama-width photos will be accepted. Entries will be judged on technical merit, creativity and artistic expression.

3. Each entry should be clearly labeled with a title, your name, business unit, telephone and fax numbers and an e-mail address. Please do not write directly on the back of photos! A business card on the back works well. **Photos will not be returned.**

[illegible]. Entries must be received by **Sept. 14**. Send your entries to: *IDG World Update*, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A.

5. First, second and third place winners receive $250, $150 and $100, respectively.

InfoWorld

continued from page 1

Don Morris Design worked for a year with *InfoWorld* editors and designers to come up with the new format, incorporating comments from focus groups held in San Francisco, New York, Boston, Dallas and Chicago.

The 'new' *InfoWorld* is tightly integrated with and complemented by the division's online, events and research departments. InfoWorld.com delivers breaking news on a daily basis for which the magazine can offer in-depth reporting and analysis. Conferences such as the CTO Forum provide an environment for IT executives to exchange ideas and experiences.

Robert Magnuson, president and CEO of InfoWorld Media Group, said, "What we were trying to accomplish was to respond to our readers and create a publication that builds on all the best traditions of *InfoWorld* and our core strengths and provide something that our readers found more accessible, more portable, and easier to read and navigate, both in print and online."

contests for fun

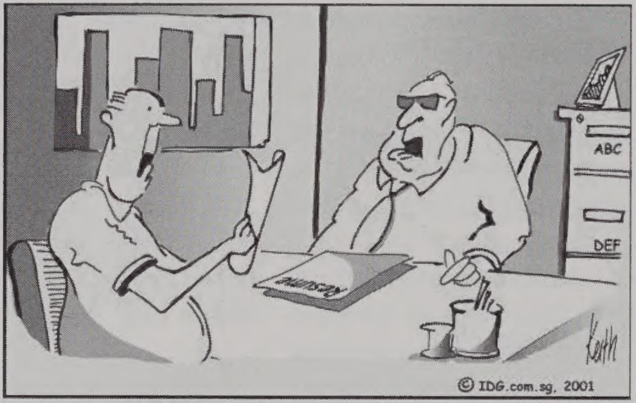
CIO Asean and Hong Kong welcomes "Spam"

Can a talented Web designer be equally artistic with pencil and paper? If he's **Keith Kok** of IDG Singapore, the answer is yes. Kok recently began drawing a cartoon series called "Spam" that appears in *CIO Asean and Hong Kong*.

Kok has a degree in mechanical engineering from Singapore's Nanyang Technological University, where he specialized in product design. He said his only "formal" training in drawing is that derived from using CAD/CAM software, but nonetheless he enjoys sketching. Kok is a big fan of science fiction, especially Star Wars and the Matrix series, and these influence his work. The Spam series is his first published cartoon.

Inspired by some of the cartoons that appear in *CIO* U.S., and readers who said they'd enjoy some lighter content, *CIO Asean and Hong Kong* Executive Editor **Raoul Le Blond** asked Kok if he would be interested in drawing a cartoon. Spam began in the May edition of the publication as an editorial cartoon to accompany the letters page and will appear each month.

"The cartoon's slant recognizes and puts a spin on our readers 'beef du jour,' " LeBlond said. "We got a lot of feedback from readers about our associate editor **Ann Toh**'s article on how Asian companies need to get creative with hiring. There's some debate here about whether non-IT staff can be retrained or hired for IT tasks, and Keith's cartoon reflected that."



"Hmm...I see you have deconstructed the essence of Nietzsche's Übermensch ...but can you debug LotusScript?"

Initial reader reaction has been quite positive, and the company may consider including cartoons in its other publications if they have a need for them "and if Keith has the bandwidth to spare from his normal Web design duties!" Le Blond said.

Le Blond, who also serves as Web editor of IDG.com.sg, is quick to add that Kok is just one of the talented artists on staff. "We are fortunate to have **Mohd Yasin** (*Computerworld Singapore*), **Chris Wong** (*SME IT Guide*) **Lilian Yang** (*CIO Asean and Hong Kong*) and **John Ow** (special projects). They are excellent illustrators and designers, and all of them are a key reason for the success of our publications."

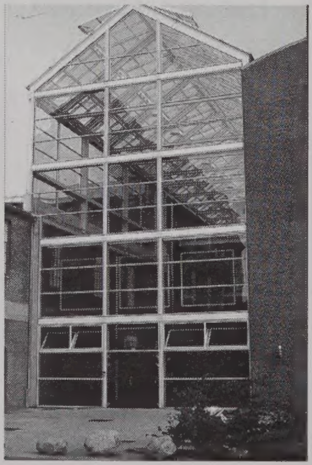
For more information contact Raoul Le Blond at raoul@idg.com.sg. WU

InfoWorlders Beach and Pearson win mystery building contest

Distribution Coordinator **Stephanie Beach** and Senior Research Analyst **Stephen Pearson**, both of InfoWorld, are the winners of the "Where in the world are these buildings?" contest announced in the April 16 issue of *IDG World Update*. Both will receive IDG T-shirts. The answers to the contest are below.

Network World and ITworld.com
Southborough, Mass.

Macworld
San Francisco



IDG Denmark
Valby, Denmark

IDG Austria
Vienna

and finally...

The editors of *IDG World Update* would like to thank the following people who contributed information and assistance for this week's issue:

Bruce Buckman, *IDG New Zealand*
Alessandro Degli Occhi, *IDG Italy*
Gunnar Küchler, *K+S Event Management*
Wendie Larkin, *Network World*
Raoul Le Blond, *IDG Singapore*
Robert Magnuson, *InfoWorld*
Marilyn Mullins, *IDG Central Services*
Kimiko Niwa, *IDG Japan*
Mario Toffoletti, *IDG Italy*

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 3 Post Office Square, 4th floor, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

IDG **World Update**

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WWW.IDGWORLDUPDATE.COM

Computerwelt Austria's new look a hit with readers and advertisers

This photo of the IDG Austria team and Country Manager ***Jörg Kilgus*** *(light pants, center, holding the new Computerwelt Austria) appeared in the first redesigned issue on May 18. The issue included a special section on the development of the Austrian IT market during the past 15 years in honor of IDG Austria's anniversary.*

M-COMMERCE
GIGAHERTZ-RENNER
NOTEBOOKS
20
COMPUTERWELT
Mit Mobilfunk und Funk im Doppelpack zu neuen Ufern
AMD kommt auf dem Server nicht zum Laufen
informix
15
JAHRE
CW
EXTRA

Computerwelt Austria gave itself and its readers a special 15th birthday present: a more stylish layout and a change in format from A4 to the slightly larger A3 size.

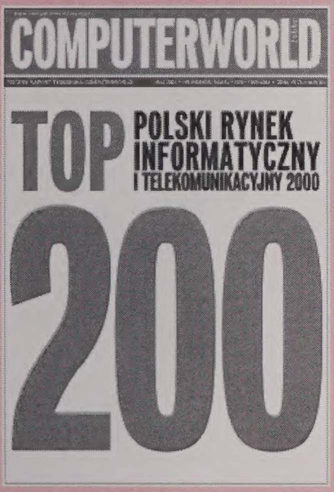
"Instead of throwing a big party we decided to invest the money into the future of our products," said IDG Austria Country Manager and Publisher **Jörg Kilgus**. The overwhelmingly positive reactions of readers and IT companies to the new design support that decision.

"Besides the informative and topical content the layout and new format is exceptional," wrote a representative from German value-added distributor Magirus. "The new layout is refreshing and lively," said Donatus Schmid, country manager of Sun Austria. Even editors of daily newspapers offered their congratulations. "It´s incredible how the unobtrusive little paper has blossomed," said Engelbert Washiehtl, editor-in-chief of the Austrian newspaper *Wirtschaftsblatt*.

The new *Computerwelt* layout allows for many more stories on page 1 while still leaving room for short news teasers and highlights from the new format's three sections. The first section concentrates on news about IT and telecommunications. "Systems & Solutions," focuses on news, background and prod-

continued on page 5

CW Poland generates record profit with Top 200 report



Now in its ninth year, Computerworld Poland's annual Top 200 is a perennial favorite among readers and advertisers and this year generated more than US$200,000 in ad revenue.

Computerworld Poland's 10th annual special report on the country's top 200 IT and telecommunications companies carried on its tradition of being a highly anticipated product in the market that yields large dividends for its publisher. The 244-page stand-alone supplement, which included 86 ad pages, turned out a record-breaking profit of US$201,000.

Published in May, the Top 200 report included content such as financial profiles, behind-the-scenes stories on all the featured companies, articles about the economic condition of the Polish IT market as a whole as well as its divisions (distributors, integrators, etc), sectors of the economy that are the biggest clients of IT companies and the growth potential and developmental barriers for IT firms. All the analysis was done by IDG Poland's Productivity Institute, a four-member division of the company that deliver best management practices and systems to Polish companies through articles, conferences and onsite seminars and training sessions.

In addition to being polybagged with *Computerworld* for paid subscribers, the report is distributed to all companies listed in the report, to a variety of market analysis firms, Polish government offices and the media. The print run of the Top 200 Report is 12,000 copies, while *CW Poland*'s regular print run is 15,000.

In terms of annual revenue derived from doing business in Poland, Hewlett-Packard Polska led the rankings of the country's top IT companies, as it has since 1997. Telekomunikacja Polska held its

continued on page 5

in brief newsworthy

IDG Italy solidifies role as media partner for country's top enterprise IT expo

For the second year, IDG Italy served as the IT media partner for the most important Italian IT exhibition for the enterprise: SMAU Impresa. The show, a spinoff of SMAU, the second largest IT expo in Europe after CeBIT, was held May 9-11 and attracted 10,000 attendees.

***Alessandro Degli Occhi**, editor-in-chief of Network World Italia (third from left) was one of two IDG Italy editors to lead panel discussions at the recent SMAU Impresa.*

IDG Italy produced the official event catalog, which contained descriptions of the 110 companies exhibiting at the show, as well as a conference guide and floor plan. Two IDG Italy editors also served as presenters. **Paolo Lombardi**, editor-in-chief of *Computerworld Italia*, led a session titled, "From Web EDI to Vertical Marketplaces: New Opportunities and Methodologies for Supply Chain Integration," and **Alessandro Degli Occhi**, editor-in-chief of *Network World Italia*, hosted "CRM —Technological Platforms, Services and Infrastructures."

As part of the pre-show publicity, IDG Italy's name and logo appeared in SMAU advertisements that ran for two months in the country's largest daily paper, *Il Corriere della Sera*, and its largest daily business paper, *Il Sole 24 ore*. Its name and logo also appeared prominently on SMAU marketing materials.

For more information, contact IDG Italy Managing Director **Mario Toffoletti** at mario_toffoletti@idg.it.

IDG Sweden launches *M3-Maxi Mobile Magazine*

In a move designed to give readers and advertisers a bigger, more comprehensive publication while controlling costs, IDG Sweden has merged its 10-year-old *Maxidata* and *Mobile World* publications to produce a new monthly called *M3-Maxi Mobile Magazine*. Targeting technology-savvy readers of all levels — from IT professionals and corporate decision makers to the home user and early adopters — the publication will provide readers with comprehensive IT and mobile product information, including in-depth product reviews, market insight and special reports.

M3 is lead by *Maxidata*'s former editor-in-chief, **Daniel Sjoholm**. The premier issue featured reviews of more than 35 new products including the latest PalmPilot M500 model, Compaq's new iPAQ, and the Pentium 4 processor. In conjunction with the magazine's launch, the company will also roll out a companion web site, http://m3.idg.se, and accompanying e-mail newsletters.

"With IT spending in Sweden predicted to increase by 13% this year, *M3* is well positioned to be an indispensable resource for IT professionals looking for product information needed to make purchasing decisions," said **Bengt Marnfeldt**, general manager, IDG Sweden. "With its focus on cutting-edge IT and mobile technologies, *M3* caters to early adopters who thrive on information about the latest and greatest products."

With a projected newsstand circulation of 50,000, *M3*'s monthly features include comparative product tests with a focus on "Best Product" and "Best Buy" recommendations. The magazine's "Mobiz" section will be devoted to covering the latest news and product recommendations in the mobile sector and *M3*'s "Hot List" will highlight new and noteworthy products tested in *M3*'s labs. For more details contact Sjoholm at daniel.sjoholm@idg.se.

IDG Italy provides free virus protection to its Web site users

IDG Italy is offering its online visitors free virus protection through an agreement with Trend Micro, a Tokyo-based worldwide provider of network antivirus and Internet content security software. The agreement allows users to link directly to Trend Micro's HouseCall service, enabling an instant scan of their PC to check for suspect files.

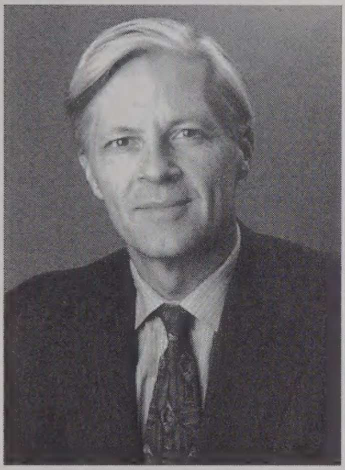
Users link directly to Trend Micro's HouseCall service, enabling an instant scan of their PC to check for suspect files.

If a virus is found, HouseCall will list the file name. The virus is then cleaned in most cases. When this is not possible HouseCall gives the user the option to delete the infected file, reducing the risk of spreading viruses. The service is continually updated against new virus threats for Windows 95, 98, and 2000 users and is available from all of IDG Italy's sites including *PC World* (www.pcw.it), *Computerworld* (www.cwi.it) and *Network World* (www.nwi.it).

"Idgworld.it [the company's portal site] was created to provide content and new services dedicated to bringing the world of computer science to a wide-ranging audience, from top decision-makers in business to home users," said **Mario Toffoletti**, general manager of IDG Communications Italy. "This agreement with Trend Micro will enable us to illustrate the role of information and education that IDG already covers through its newspapers on our online sites. The hosting of Trend Micro's HouseCall on our sites also increases the services offered to our customers free of charge." For more information contact IDG Italy Technical Director **Claudio Panerai** at claudio_panerai@idg.it.

Q and A executive

Robert G. Magnuson
The president and CEO of InfoWorld Media Group is this week's guest columnist. He may be reached at bob_magnuson@infoworld.com.



InfoWorld at-a-glance

Established 1978

Number of employees 159

Main editorial office San Mateo, Calif.

Circulation 370,000

Related products CTO magazine; CTO Forum.

Events CTO Forum

Highlights in 2001
InfoWorld/InfoWorld.com redesign; new Events and Business Development teams; new Integrated Sales Program and Sales Development team; and new position of CTO.

Goals for FY2002 Building out multiple lines of business: New events including Web Services Conference, two annual CTO Forums and InfoWorld-branded events; new online products; special editorial and custom print products; sales focus on integrated packages and broadening the advertising account base.

Q Can you very briefly explain your career history prior to joining InfoWorld?

A I spent the first 20 years of my career on the editorial side, first as an economics editor at *Business Week* magazine, then as a business writer for the *Los Angeles Times*, Hong Kong bureau chief for the *Asian Wall Street Journal* and again at the *Los Angeles Times* in a variety of senior editing positions. I worked on coverage of the Los Angeles riots and the Northridge earthquake, both of which earned Pulitzer Prizes for the paper. But I had always been intrigued by the business of the media and when an opportunity arose to move into an executive role, I seized it. My most recent job was as senior vice president of the *Los Angeles Times*, responsible for its regional and national editions, as well as other operations, and as a vice president of Times Mirror Co., corporate parent of *The Times*.

Q What is the difference between *InfoWorld* and *Computerworld*?

A I have been surprised by the perception in some quarters, particularly among some advertisers and promulgated by our competitors, that there is little difference between *InfoWorld* and *Computerworld*. To me, the two publications are well differentiated and complement each other well. As always, the readers know best because it turns out, there is little duplication between our respective circulation — a clear indication that our readers know the difference. Both publications are aimed at influential decision makers, but decision makers in different roles. *InfoWorld*'s editorial content is more focused on the technology and how it influences business decisions and strategies for the company. And at *InfoWorld* we put a lot of focus on our unique Test Center, which in recent years has evolved as a sophisticated analytic asset that readers can rely on to help them make better decisions in an increasingly complex IT environment. *Computerworld* is more focused on the end user who is applying the technology to a specific business problem or line of business. It places a strong emphasis on coverage of career and management issues for IT professionals and for specific departments within the companies, whether it be accounting or marketing or an area of manufacturing.

Q *InfoWorld* recently unveiled an extensive redesign. What was the reasoning behind it?

A *InfoWorld* has a storied history, 23 years of staying close to its readers and advertisers, evolving with its readers and with the changing market and technology landscape. For more than a year, we had been examining our position in the market and how we could enhance our appeal to readers and advertisers and gain market share against our competitors. So we went to our readers directly and in a series of exhaustive focus groups elicited feedback to a variety of design formats and content changes. Readers were clear. They love *InfoWorld*'s editorial coverage, its analysis of IT products, systems and strategies. But they wanted *InfoWorld* to be more portable and easier to navigate. And they wanted it to be more modern and sophisticated in its look and feel. They also wanted even more content, so we not only redesigned *InfoWorld*, we added new editorial features. That's important because this wasn't a cosmetic effort. It was an effort to improve the entire publication, front to back. Readers also wanted our Web site to be easier to navigate, with more features and functionality. And they wanted it to complement the print edition so that the two work together to deliver immediate, targeted content via the Web, and weekly, in-depth analysis via print. We also created a new logo, and we reemphasized our company name — InfoWorld Media Group — which speaks to our strategy to be much more than a print publisher.

Q As someone who joined IDG in a senior management position from the outside, do you have any thoughts or observations on how to be an effective manager at IDG?

A IDG is a unique company. One of the attributes that attracted me to IDG was the autonomy of the business units and the way in which IDG's corporate leadership managed the company by investing confidence in its presidents and their teams. At the same time, however, there is a high degree of collaboration and trust among the business units at IDG. I find this combination, this balance between entreprenuerism and collaboration, unique and one of the hallmarks of what makes IDG so successful. I believe that we have a lot of room to improve this balance, enhancing collaboration without dampening the entrepreneurial spirit. But we're getting there.

You have to trust your instincts as a manager and as a leader to do what's right for your people, what's right for your business and what's right for all of IDG and your colleagues across the organization. These priorities are not at odds, but they require a level of attention to people and commitment to people that you often don't see in other companies, especially publicly held companies that are driven by short-term shareholder return. Leadership becomes very important in this environment, and that's why I think strong leaders can thrive at IDG in a way they perhaps cannot at other companies.

InfoWorld Senior Leadership Team's no-frills offsite yields big result

*Happy campers. Front (l-r): VP Circulation **Barbara Ruffner**, COO **Joe Benway**, Publisher **Andie Rhyins**. Back (l-r): VP Research **Wally Palmer**, President and CEO **Robert Magnuson**, VP Human Resources **Michelle Burnham**, Editor-in-Chief **Michael Vizard**, CTO **Chad Dickerson**, VP Events **Cynthia Connors** and VP Business Development **Ariff Quli**.*

Lead by doing, as the saying goes. For its offsite strategic meeting last month, InfoWorld Media Group's 10-member Senior Leadership Team (SLT) went laptop-less and out of cellphone range, camping on the California coastline near Half Moon Bay.

"We went camping to show the company that we were willing to rough it," said **Michelle Burnham**, vice president of human resources. "Since we are asking them to cut costs and watch expenses, we wanted to set a good example."

The agenda of the two-day meeting was to begin planning for the upcoming fiscal year and set a strategic direction through fiscal year 2004 that would make InfoWorld a much more successful and dynamic company.

VP Research **Wally Palmer** said they looked at new business opportunities for InfoWorld. "We've got a lot of irons in the fire in various stages of development," he said. "We wanted to come up with new opportunities to provide information to our customers – and charge them for it – that are outside the print realm." Among those opportunities are building InfoWorld's online presence and online content enhancers, such as newsletters and online-related events.

Palmer and VP Circulation VP **Barbara Ruffner** gave a presentation on different ways of looking at InfoWorld's competitors. They looked at the specific differences in the readerships of *IWeek*, *EWeek* and *InfoWorld* (gender, buying habits, etc.), as well as how the publications were all different editorially and how each covered the same story relative to their audience. From this research, Palmer and Ruffner created a tool to differentiate *InfoWorld* from the other publications, which has been given to IW's marketing department.

President and CEO **Bob Magnuson** said that the SLT offsite had other objectives as well. "We wanted to build our senior team and create a much stronger chemistry within it. And we wanted to show the organization that we could go off site and conduct this session without spending a lot of a money and demonstrate that we could rough it."

During the offsite team-building exercises also came into play, such as a trust circle ("we accidentally dropped one VP," Burnham confessed), memory exercises and problem-solving games that forced the group to work and think together. Not only was it the third week on the job for CTO **Chad Dickerson**, six of the 10 were fairly new to the San Mateo, Calif-based weekly, according to Burnham. "It was also an interesting dynamic since there was a huge age range — 28 to 61."

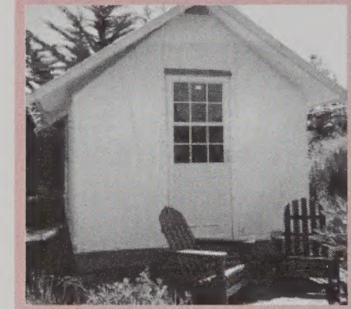
The early bird gets the shower

"Elder statesman" Palmer noted that he'd been to a lot of strategic meetings in the past, "but nothing like this, this was unique. We got a lot done in terms of developing and expanding new business ideas. Although I hadn't slept in a tent in about 15 years, I knew to get up before everyone else so I could get an inside shower instead of an outside one."

While the team did not have to cook their own food (the facility's general store supplied their meals), they had campfires to help stave off the cold. And bugs. "There were these bugs on the walls and ceiling of the conference room that were the size of birds," Burnham shuddered.

Mother Nature notwithstanding, the meeting was a resounding success, according to Magnuson. "We got more done in that offsite than any other we've been to, and we've all been to a lot of offsites," he said.

Star chamber



***Michelle Burnham**, InfoWorld VP Human Resources, said her personal meeting highlights would have to include "walking in 30-degree temperatures to a 'comfort station' by flashlight in the middle of the night, taking showers and sharing bathrooms with our peers, and just generally being freezing in our tents — everyone kept getting up in the middle of the night to add more layers of clothing! It was the coldest I've ever been in my life."*

IDG

Week of June 11, 2001

Associate Credit Analyst (CSG)

This entry level position in our Corporate Credit department is responsible for maximizing cash flow for assigned business units through timely collections. This is achieved through telephone contact, written correspondence, personal visits, initiating problem solving actions, and monitoring payment records. Responsibilities also include coordinating flow of paperwork and reviewing customer statements. We are looking for a customer focused individual with strong organizational, communication and problem solving skills. Bachelor's degree or equivalent required. 1-2 years experience in a credit/collection environment preferred. Some travel is required.
Location: Framingham MA
Contact: J. Carty, Email: **jcjobs@idg.com**

Event Program Coordinator (CWI)

Computerworld, a business unit of IDG, is looking for an Event Program Coordinator for the Strategic Programs and Events department. In this position you will be responsible for the on-line, pre-conference and on-site conference registration process and system management. You will also be responsible for housing management and hotel/venue selection and contract administration. You will be designated as a key contact for incoming calls and contacts regarding registrations, questions, and answers, group pricing, etc. This will include preparing confirmations, reports, physical badges, as well as processing payment. Working closely with the Website management staff, you will also be responsible for keeping the registration information current and the system performing as intended. This position requires a very high-energy, team-oriented individual who has the ability to take initiative and work with minimal supervision. Strong IT skills including familiarity with the Internet and web-based research, PC literacy in Word, PowerPoint and Excel.
Location: Framingham MA
Contact: J. Snow, Email: **jennifer_snow@idg.com**

Sales Operations Coordinator (CWI)

Computerworld is seeking a seasoned sales operations coordinator to work directly with our Associate Publisher. The person in this position will play a key role in our national sales force by coordinating a variety of efforts from reporting and analysis to meeting planning to scheduling. Ideal candidates will have 2+ years of experience in a sales environment, excellent communication and organizational skills and a proven track record of managing multiple projects in a deadline-oriented culture. Strong computer skills (MS Word, Excel and Powerpoint) are required. This is a terrific opportunity for a polished sales administrator to join a great team!
Location: Framingham MA
Contact: P. Sheer, Email: **piper_sheer@computerworld.com**

Web Development Manager (CWI)

The position requires excellent people skills, proven web development history as well as solid project management experience. This manger will oversee day-to-day staffing issues and resource allocation in a web development department, serve as primary technical contact for in-house clients and manage client expectations in terms of deliverables and dates. You should have a proven ability to assist in career development as you nurture/guide/mentor developers from a business/corporate point of view. There will always be opportunity to delve into some development efforts when necessary. **Special Skills & Qualifications:** Project management experience, especially in an interrupt driven environment. Management experience. Technically savvy. Web development/publishing experience helpful. Excellent organizational skills and people skills. Ability to be flexible while still driving towards goals. Must be ready to adapt to new challenges, technologies. Must be comfortable working in a UNIX environment. Should be aware of the following technologies: Oracle, Vignette StoryServer, Apache, VPN, Ultraseek/Inktomi search, Web Crossing. *Location: Framingham MA*
Contact: J. Snow, Email: **jennifer_snow@idg.com**

Managing Editor (PUB)

Publish Media, LLC is seeking a managing editor to coordinate all aspects of the editorial process for all print and online content. The position will require scheduling, deadlines, tracking, editing, pagination, and some writing. This is a great opportunity for growth and variety. *Location: Topsfield MA*
Contact: C. Smith, Email: **csmith@publish.com**

QPS Administrator (STA)

Headquartered in San Francisco and located on the Web at www.thestandard.com, The Standard is the essential source for intelligence on the Internet Economy. We currently have an excellent opportunity for a QPS Administrator. The QPS Administrator will be responsible for supporting and maintaining the Quark Publishing System servers, QuarkExpress, light training of QPS users, and other systems related to QPS. Qualified candidates should be familiar with: Tape backup (Retrospect), Installing Mac desktops / laptops, Troubleshooting Mac network problems, Installing and configuring QPS. **Qualifications**: 5+ Years Mac experience, 2+ years maintaining QPS. *Location: San Francisco CA*
For consideration, please send your resume with cover letter and salary requirements to: **Tommyl@thestandard.com.**

Go to http://careers.idg.com to view all current job opportunities at IDG

The changing face of *Computerwelt Austria*

Abo-Vorschau auf Seite 22!

ÖSTERREICH

COMPUTERWELT

Die aktuelle Zeitung für die EDV

IBM kämpft weiter

Inhalt

Schauer-Geschichte

Umsteiger

zum Probe-Lesen!

Computerwelt Austria as it looked at its debut in 1986 and...

COMPUTERWELT

Old und New Economy verschmelzen

...as it appeared just prior to its latest incarnation.

Austria

continued from page 1

Country Manager and Publisher ***Jörg Kigus*** *and Chief Editor* ***Karin Tzschentke*** *are at the helm of the newly revamped Computerwelt.*

ucts for IT infrastructure and also points out the importance of IT security. The third section explores personal computing and its tools.

The layout was designed by renowned Austrian art director Susanne Dechant.

“With this relaunch we are sure to expand our role as the leading IT newspaper in Austria,” Kilgus said. *Computerwelt*'s circulation is 15,000, but a recent independent media analysis showed that *Computerwelt Austria* has increased its readership from 77,000 to 96,000 within half a year. Kilgus said the company's goal for the next six months is to reach more than 110,000 readers. “Or as IDG Chairman **Patrick McGovern** has said, ‘The best is yet to come for *Computerwelt Austria*,’” Kilgus noted.

Based in Vienna, IDG Austria has a staff of 37, with Editor **Silvia Brabec** the lone employee who remembers the early days in 1986. Besides *Computerwelt*, the company publishes the annual TOP 500 (an overview of the most important IT and telecommunication companies in Austria), the IT career magazine *Young Professional* and other supplements as well as the channel magazine *ComputerPartner*. All publications are also available online www.idg.at.

For more information contact Jörg Kilgus at joerg.kilgus@idg.at. WU

Poland

continued from page 1

perennial slot as the No. 1 telecom company.

As is its custom, *Computerworld Poland* organized a celebration to coincide with the printing of the Top 200 Report. Close to 200 guests, including many industry presidents and CEOs, gathered at the Warsaw Stock Exchange where Poland Prime Minister Jerzy Buzek sent a congratulatory letter that was read to the crowd. **Iwona Bartczak**, editor-in-chief of *CW Poland* and the TOP 200 Report, and **Andrej Góralczyk**, director of the IDG Productivity Institute, presented a summary of the IT sector's financial performance and trends during 2000.

Computerworld Polska Editor-in-Chief ***Iwona Bartczak*** *tells the guests about the IT sector business results.*

Prominent representatives from the top 10 IT companies and the five biggest telecom companies accepted commemorative plaques on behalf of their firms. In addition, IDG Poland recognized those companies that may not have made the top 10 list but that were ranked No. 1 in the following categories: distributor, dealer, computer manufacturer, software manufacturer, integrator, Internet provider and IT training company. After the formal presentations, guests and the editorial staff of *CW Poland* mingled during a cocktail party.

For more information on the report and the event, contact Marketing Manager **Agnieszka Cybulska** at agnieszka_cybulska@idg.com.pl. WU

Close to 200 IT executives gathered in the new building of the Warsaw Stock Exchange to listen to highlights from the Top 200 Report. Free to attendees, the gathering was sponsored by Fujitsu Siemens Computers.

IDG Poland General Manager ***Kazimierz Szot*** *(left) congratulates IBM Polska General Manager Grzegorz Tomasiak.*

noteworthy people

Tolsa

FURNALD/GRAY

Heller

IDG WORLD UPDATE

Sullivan

Promotions

IDG's publishing licensee in Finland, Talentum Media Oy, has named **Timo Tolsa** as the IDG country manager in Finland. He will continue as editor-in-chief of *Tietovikko*, which is part of the *Computerworld* product line, and serve as a member of Talentum's executive group. A 24-year veteran, Timo has worked on virtually all of Talentum's IT titles, including planning the *Network World* title *Tietoverkko*, which was relaunched as busnes.fi and now collaborates with *The Industry Standard*, and assisting with the design and launch of the Finnish channel magazine, *IT-kanava*. He previously served as Talentum's IDG manager in the early 1990s while he was the company's publishing director.

CIO.com Web Editor **Martha Heller** has been appointed executive Web editor. "Martha's leadership, initiative, enthusiasm and hard work played a major role in the creation and ongoing evolution of the CIO Best Practice Exchange as well as Sound Off and the Insider before that," said **Tim Horgan**, vice president and executive director, CIO.com. "Martha took the idea of a 'community of high-level CIOs' and led the effort to make it real — a remarkable accomplishment. She is one of the key contributors to the success of CIO.com and a delight to work with."

IDG International Publishing Services (IPS) Business Manager **Jim Sullivan** has been promoted to the position of director of operations and finance. "In his four years as business manager Jim has grown his position far beyond the financial role for which he came to IPS," said IPS President and CEO **David Hill**. "The operations of the IPS global empire now take a great deal of Jim's time, not to mention the overseeing of small projects like moving IPS to new offices. In his new capacity Jim will have expanded responsibility for the daily operations of IPS and developing potential new lines of business for our group."

New employees

Previously a desk editor for Sterling Publication, Sub Editor **Simon Easterman** joins *PC Advisor* in London. He has an M.A. in English language from the University of Edinburgh and an M.A. in language acquisition from the University of Durham. He enjoys literature, the cinema and sailing, having just earned his Level Two sailing certificate.

Christopher Gibbons has signed on as a senior Web designer at *Computerworld*. He most recently worked at Emptoris, Inc., as a senior user interface designer. Chris has a degree in graphic design from the Rhode Island School of Design in Providence, R.I., and keeps busy with his two children after hours.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Marianne Nichols, IDC recognized for special-needs employment

LLOYD KOSH

Senior Copy Center Operator ***Marianne Nichols*** *(left) and Purchasing Agent* ***Scott Marsh*** *show the certificates Nichols recently received in honor of her work with* ***Jeannie Marshall*** *(center). Marsh was recently named Marshall's day-to-day supervisor.*

The Metrowest Work Opportunity Coalition honored IDC Senior Copy Center Operator **Marianne Nichols** for her work with people with disabilities during a ceremony at the Framingham (Mass.) Rotary meeting last month. The coalition gave Nichols its 2001 Accommodation Award and State Representative David Linsky also presented her with a citation from the Massachusetts House of Representatives.

Nichols, who has been with IDC for almost 15 years, has been supervising part-time employee **Jeannie Marshall** since May 1999. Marshall helps the IDC General Services staff with a variety of tasks, including mail pickup and distribution, bulk mailings and paper copying. She loves the independence of being able to work and is very proud of her responsibilities.

Nichols has been doing volunteer work with the special needs community for many years. She met Marshall several years ago, knew she needed a job and arranged a position for her at IDC. In addition to her IDC career, Nichols spends two weekends a month working at a respite center caring for children with a range of disabilities. WU

Classifieds ads call Marketplace home

IDG World Update Online has a Marketplace section for IDG employees worldwide to post classified ads: For Sale, For Rent, Wanted to Buy, Services Available, House Exchange and Pen Pals.

Go to www.idgworldupdate.com to post your ad today! If you don't have a login and password, register online.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Robin Robison *IDG*

15

Susan Egan *InfoWorld*
John Robison *IDG*

14

Irmtrud Schäfer *IDG Germany*

12

Janet King *IDG Research Services*

11

Bob Pinchin *IDG New Zealand*

8

Birgit Mayer *IDG Germany*
Andrea Malcolm *IDG New Zealand*

7

Stephen Compton *PC World*
Sheila O'Brien *IDG New Zealand*

6

Tony Olvet *IDC Canada*
Diane Nadeau *IDG*

5

Kaveh Naamani *IDG France*

4

Walter Mehl *IDG Germany*
Dagmar Eiben *CXO Media*

3

Tim Clackett *IDG Global Solutions*
Matthew Bath *Digit (U.K.)*
Mario Apicella *InfoWorld*
Bronwyn Harrison *IDG Australia*
Amy Lynn Capistran *IDG*

2

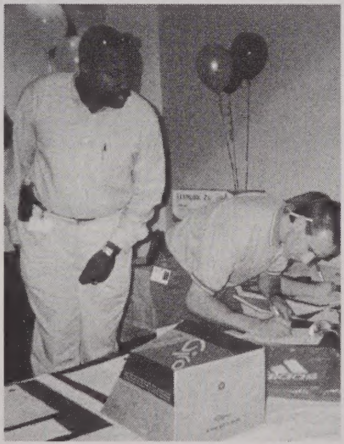
Whitney Nagy *IT careers*
Alister Sutherland *IDC Canada*
Wong Wai Chee *Computerworld Singapore*
Kerstin Hofmann *IDG Germany*
Jan Horsager *IDG Denmark*
Anush Yegyazarian *PC World*
Inga Stunzer *IDG New Zealand*
Shalece Booker *IT careers*
Beverly Griffith *IDG World Expo*
Danielle LaMountain *IDG World Expo*

1

Michael Scott *IDC Singapore*
Jenny Lui *IDC China*
James Borck *InfoWorld*
Kristen Crockett *InfoWorld*
Ángel Gonzalo *IDG Spain*
Marco Perrella *IDC Canada*
Stefan Willeke *IDG Germany*
Liane Dubowy *IDG Germany*
Fane Wolfer *PC World*
Rachel Fichmann *IDG Switzerland*
Thomas McNamara *IDC*
James Cantore *IDC*
Michael Brennan *IDC*
Troy Bryant *IDC*
Romala Ravi *IDC*
Erin Casey *IDC*
Ben Worthen *CXO Media*
Danielle Dunn *CXO Media*
Jennifer LeMay *IDG World Expo*
Sam Costello *IDG News Service*
Kevin Kent *Hungry Minds, Inc.*
Marcia Brochin *Hungry Minds, Inc.*
Amanda Munz *Hungry Minds, Inc.*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDC silent auction raises $5,500 for Peruvian children's advocacy group



***Gil Lawrence** watches over **Bill Bernardi** as he places his bid on the Spaulding putter.*

LESLIE BACHAND PHOTOS

*(L-R) **Cushing Anderson**, **Bruce Atlas** and **Pat Steeves** examine the laptop computer donated by IDC's IT Dept.*

Take a work break, do some some hands-on shopping in the comfort of your own office building and contribute to a good cause in the process. Sound good? IDC employees in Framingham had a chance to do just that last month during a silent auction that benefitted Project Peru, a charitable organization run by IDC Research Manager **Stephen Drake** that supports and empowers children in Peru through educational, environmental and athletic pursuits.

Shoppers bid on more than 80 donated items ranging from professional sports team tickets, restaurant gift certificates, museum memberships, autographed sports memorabilia, computer equipment and even a lava lamp that turned out to be a hotly contested item. IDC's Event and Charity Committee, which organized the auction, raised $3,000 in winning bids, and IDC matched $2,500 of that bringing the grand total to $5,500. Project Peru will use the funds toward its current project, helping to build a community park, playground and soccer field in a city outside Lima.

For more details on Project Peru go to www.projectperu.org. WU

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Bob Moore** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* screen sweeps.

Honorable mentions

"I think I like 'Take your kid to work day' better."
Eos de Feminis, *Mac Publishing*

"Who let the dogs out?"
Maridee Ennis, *Hungry Minds*

It's a dog@dogworld.com.
Jeff Bodenmann, *IDG Corporate Accounts*

"I just wuv these new Web bowsers IT got us!"
Morris Effron, *IDG International Publishing Services*

IDG's newest publication, "Dog eDogworld" seems to be a hit.
Jim Falanga, *IDG Credit*

"I think we should go back to using mice."
Dave Reinsel, *IDC*

"Since we brought in the Rottweilers, our productivity has gone up 85%."
Mike Ferreira, *Network World*

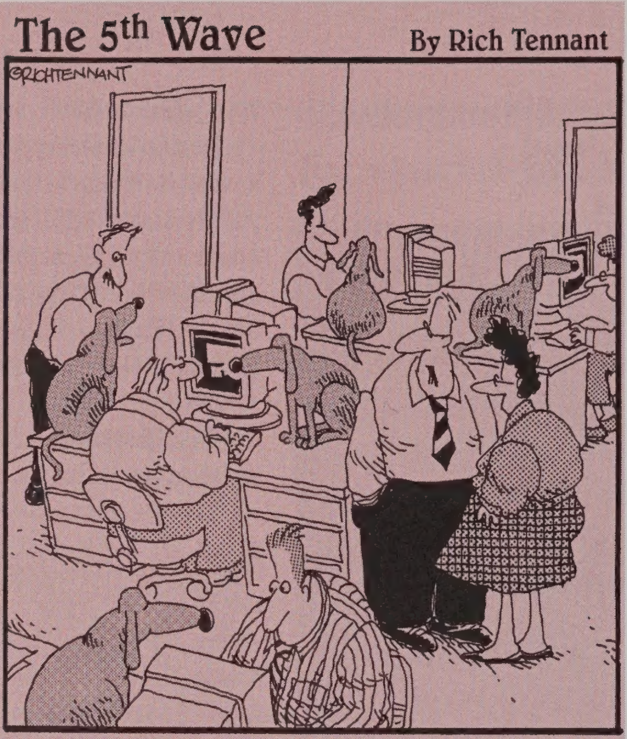
"I wouldn't worry, their bark is always worse than their byte."
Jan Winser, *IDG Australia*

"Whatever you do…don't ever yell 'Walkies!' "
Aaron Read, *ITworld.com*

"Miss Fernwell, please check the minutes of the meeting, I'm sure we discussed Linux kernels — not Linux kennels."
Dan Chupka, *ITworld.com*

"Let me explain what I expected from your PC-Tracker service."
Rob Hailstone, *IDC U.K.*

"I must say, Doris, this 'Train the Trainer' class has been a huge hit!"
Lorinda Witham, *IDG*



"We keep winning the staring contest, but they're killing us picking tech stocks."
Bob Moore, *ITworld.com*

"The cats chased the mice away, then the dogs chased the cats…"
Debi Temple, *IDG*

"Our new Internet watchdogs are great…until they get excited."
Tim Phelps, *PC World*

"I'm still not sure why the boss wanted a 'bowser' on every desktop."
Wes Wilson, *IDC*

After the demise of Office Assistant.
Wilson Kan, *IDG Hong Kong*

"Did we run out of mouse pads?"
Radha Vichare, *IDC*

"I know I said this office is going to the dogs, but I didn't think they'd take me literally!"
Merrill Walsh, *IDC*

Rich Tennant's original

"A centralized security management system sounds fine, but then what would we do with the dogs?"

and finally.

The editors of *IDG World Update* would like to thank the following people who contributed information and assistance for this week's issue:

Leslie Bachand, *IDC*
Michelle Burnham, *InfoWorld*
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Agnieszka Cybulska, *IDG Poland*
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Niina Ihalainen, *Talentum*
Lloyd Kosh, *IDC*
Robert Magnuson, *InfoWorld*
Wally Palmer, *InfoWorld*
Sergio Rizzi, *IDG Italy*
Daniel Sjoholm, *IDG Sweden*
Mario Toffoletti, *IDG Italy*
Heli Vatanen, *Talentum*
Suzanne Woodruff, *IDC*

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Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 3 Post Office Square, 4th floor, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

IDG World Update

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WWW.IDGWORLDUPDATE.COM

PC Advisor uses online research to test best-selling cover designs

Increased newsstand sales goal of program that has readers evaluate four covers a month

A critical component of *PC Advisor*'s ability to remain viable in the U.K.'s highly competitive IT publishing market is its extensive research program.

*Web Developer **Oliver Dell**, designed the online cover research application, and Art Director **Aileen O'Donnell** is responsible for creating the various designs tested each month.*

Reader input is collected and analyzed and used to drive both the publication's editorial and marketing strategy, helping to ensure that it remains relevant and useful to its audience. Recently, the company began incorporating cyberspace into its research mix to great effect.

Each month, the company sends out approximately 1,500 e-mail messages to random members of its reader panel, which currently numbers some 3,240 individuals and is growing at a rate of 800 readers per issue. Readers are asked to help evaluate proposed covers for upcoming issues by selecting an attached link that brings them to a page of *PC Advisor*'s Web site where they are shown four different covers and asked to rate each one with regards to:

- Overall impression
- How likely they are to purchase the magazine

And whether they think the cover is:

- Easy to understand
- Well designed

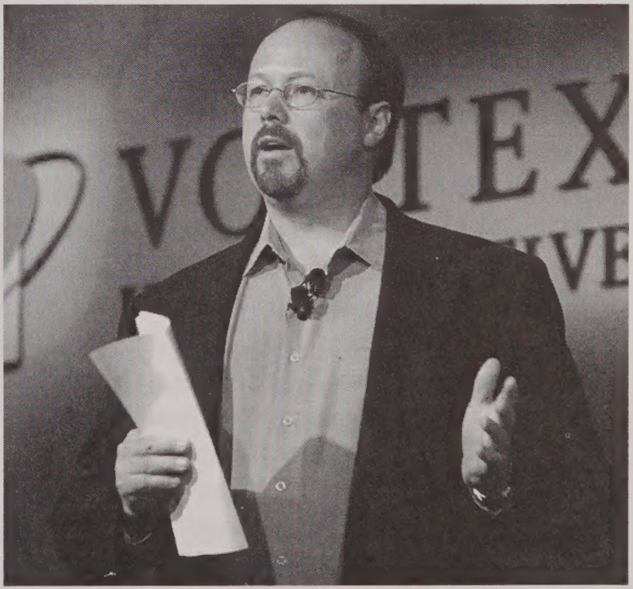
continued on page 5

Vortex draws industry leaders for jam-packed 3-day program

> *"Unlike many other publishing companies that cancelled events this year, IDG Executive Forums staged a very successful Vortex, confirming that IDG has the resources, longevity and clout to pull off such a high-level event even in the worst of times."*
>
> *— John Gallant*

It was the networking community's nirvana – 72 hours of conference and conversation on the state of the network industry and exploring opportunities in a time of upheaval for 300 high-level networking and telecommunications executives. This year's Vortex 2001 conference, held last month in Dana Point, Calif., was organized by IDG Executive Forums and first-time Vortex Executive Producer **John Gallant**, who is also *Network World*'s president and editorial director.

At last year's Vortex, Gallant was the associate producer and primarily involved in the stage presentation with Vortex Founding Producer **Bob Metcalfe**, who produced the previous three events. This year Gallant was responsible for coming up with the theme of the conference, all the sessions, special events and worked closely with the Executive Forums team to select and recruit speakers. He also introduced those speakers, moderated panels, did on-



*Network World President and Editorial Director **John Gallant** addresses attendees at the fourth annual Vortex conference. Gallant served as executive producer of the event.*

continued on page 4

in brief newsworthy

IDG's Online Directory features quicker access, faster searches

Finding your way around the decentralized company that is IDG can be a challenge, but there is a solution and it's better than ever. Employees now have quicker access to the Web version of the online IDG Directory (www.idgdirectory.com), which also features a more precise search engine.

Customize the IDG Directory

The online IDG Directory can be adapted for specific needs and convenience. Employees who are familiar with Notes can make a local copy of the directory and alter it to create, for example, a list that includes only publications and their Web sites or a list of just business unit names and addresses. They can then replicate as often as they want to get updated information.

The IDG Directory can also be used to create customized lists of e-mail addresses or mailing labels to use for product line meeting invitations or other specialized events.

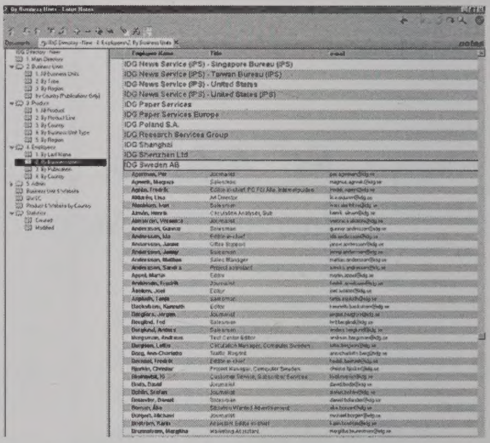
For more details, contact IPS Financial Controller **Michele Nealand** at michele_nealand@idg.com or tel: 617-239-7842.

The IDG Directory contains contact information for employees and business units worldwide and lists the publications and Web sites at each company. The records' specific details include addresses, telephone and fax numbers, employee titles and e-mail addresses.

Now that it is housed on a server at IDG International Publishing Services in Boston, the business unit that oversees the project, the directory downloads quickly as users scroll through the views. The directory can also be accessed through IDG's intranet, IDG Central (http://idgcentral.com). Users who choose to go directly to www.idgdirectory.com can use their IDG Central password to access the site. If you don't have one yet, go to http://idgcentral.com and fill out a request online. If you have lost your password, send an e-mail to globalcomm@idg.com.

The Notes version of the IDG Directory has additional views for easier browsing. The view for Product, for example, is broken out by product line, country, region and business unit type (subsidiary, licensee and joint venture). To find the IDG Directory Notes database on your business unit's server, contact your IS team.

The directory lists all 205 business units and currently has data on 5,904 employees. IPS Financial Controller **Michele Nealand**, who manages the directory part-time, has been working with dozens of IDG offices to collect updated employee listings and encourages all business units to participate. "Check the directory to see if your name or your colleagues' names are included, and if they're not, ask your Human Resources representative or office manager to submit a list," she said. Employees can also request updates for their own information or that of their business unit by selecting the "request change" button.



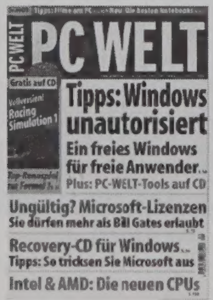
IDG News Service (IPS) - Singapore Bureau (IPS)
IDG News Service (IPS) - Taiwan Bureau (IPS)
IDG News Service (IPS) - United States
IDG News Service (IPS) - United States (IPS)
IDG Paper Services
IDG Paper Services Europe
IDG Poland S.A.
IDG Research Services Group
IDG Shanghai
IDG Shenzhen Ltd
IDG Sweden AB

The Notes version of the IDG Directory can be sorted in dozens of ways. Above, the business unit view is expanded to show a partial list of IDG Sweden employees.

For more information, contact Michele Nealand at michele_nealand@idg.com or 617-239-7842. WU

> *"Check the directory to see if your name [is] included, and if not, ask your Human Resources representative or office manager to submit a list."*
>
> *— Michelle Nealand*

PC Welt hitches a ride on Eurowings


PC WELT
Tipps: Windows unautorisiert
Ein freies Windows für freie Anwender
Plus: PC-WELT-Tools auf CD
Ungültig? Microsoft-Lizenzen
Sie dürfen mehr als Bill Gates erlaubt
Recovery-CD für Windows
Tipps: So tricksen Sie Microsoft aus
Intel & AMD: Die neuen CPUs

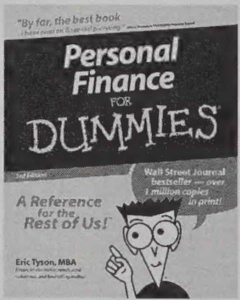
Beginning in August, *PC Welt* will be the featured IT publication on board Eurowings, Germany's third-largest domestic airline with more than 2.5 million passengers per year. The one-year contract calls for IDG Magazine Verlag to provide 8,700 issues per month to Eurowings. Male business travelers, many of whom are mid-level managers, account for 80% of Eurowings' clientele, matching up closely to *PC Welt*'s target audience.

"The fact that Eurowings tested several IT magazines on board before awarding the contract to *PC Welt* is proof of the high quality of our magazine," said *PC Welt* Publisher **Stephan Scherzer.** He noted that it is unusual for IT magazines to be offered on airlines in Germany, and this is the first time any of IDG Magazine Verlag's publications have been available on board.

Manager of Circulation Marketing **Peter Priewasser** arranged the deal in just his first few months on the job. For more details contact him at ppriewasser@idgmagazine.de. WU

Hungry Minds's *Personal Finance For Dummies* wins award

Third time's a charm for Hungry Mind's *Personal Finance For Dummies*, the 3rd edition of which captured a prestigious Benjamin Franklin Award in the business category from The Publishers Marketing Association (PMA). Presented at a PMA gala awards ceremony in Chicago on May 31 on the eve of the opening of Book Expo America, the award recognized the book's overall content and presentation (interior design and cover design).

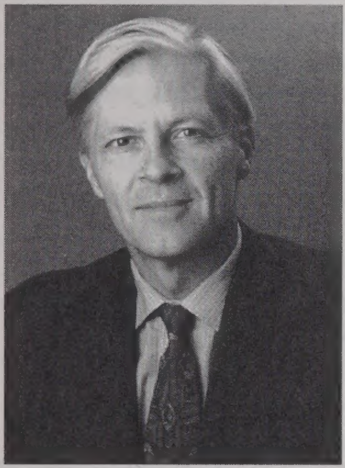

"By far, the best book
Personal Finance FOR DUMMIES
Wall Street Journal bestseller — over 1 million copies in print!
A Reference for the Rest of Us!
Eric Tyson, MBA

Written by one of the country's top authorities on personal finance issues, Eric Tyson, *Personal Finance For Dummies* instructs readers through every financial aspect including spending, saving, investing, reducing debt, creating a nest egg and funding an education. The book is organized into five parts, each covering a major area of personal finance. In addition to defining the "to do" list of personal finance, the book offers some common pitfalls to avoid like procrastinating, lack of planning and falling prey to financial salespeople.

Accepting the award on behalf of Hungry Minds was Acquisitions Manager **Mark Butler**, who noted, "It is very exciting to recognize that one of our best-selling books is also one the best books out there. This award is testament to everyone who worked on this book and the *For Dummies* series as a whole!" WU

executive Q and A

Robert G. Magnuson
The president and CEO of InfoWorld Media Group is this week's guest columnist. Part 1 of this column ran in the June 11 issue. He may be reached at bob_magnuson@infoworld.com.



"Communication is key to success as a manager and as a leader. You cannot over communicate with your staff. But communication must be open and candid and based on the premise that we all are professionals or we wouldn't be here. Professionals not only can handle honest communication, they expect and demand it and are insulted if they get something fake or phony."

Q What measures are being taken at InfoWorld to weather the current tough economic situation?

A These are extremely challenging times in the economy and the IT marketplace. But challenges also create opportunities. During this tough period we are working very, very hard to implement new growth initiatives, while at the same time lowering our expense base and building a much more efficient organization that not only will better withstand a downturn but also be positioned for greater success when the market rebounds. For those of us who have been around awhile, the current downturn, while deeper and sharper than most, nevertheless is part of the normal business cycle. We've seen these cyclical retractions before and we'll see them again. In some ways the bigger challenge is staying vigilant during the boom times. It can be hard to have the discipline to expand judiciously and prudently when things are going well, rather than become infected with what Federal Reserve Chairman Alan Greenspan so aptly described as "irrational exuberance" during an up-market.

I am very proud of our team at InfoWorld and the way in which they have stayed focused and positive during this very difficult period in the market and have continued to innovate with new products and services like Webcasts, e-mail newsletters, integrated sales packages and new events that bring IT professionals together with their peers for substantive exchanges.

Q How would you describe your management philosophy?

A Communication is key to success as a manager and as a leader. You cannot overcommunicate with your staff. But communication must be open and candid and based on the premise that we all are professionals or we wouldn't be here. Professionals not only can handle honest communication, they expect and demand it and are insulted if they get something fake or phony. I do weekly e-mail updates about the latest developments in our company and my interactions within IDG, so my staff can get a window into what my job is like and as a result feel more a part of the overall IDG experience. It also provides an avenue to highlight the great things people are doing across InfoWorld.

When I first joined InfoWorld in November, I held a series of departmental meetings so I could get to know the staff and learn what was on their minds, the negative as well as the positive. One common theme was that, while people felt close to colleagues in their own department, they felt a separation from the other departments and a lack of understanding about the issues others were facing. We hold quarterly all-company meetings at InfoWorld, which are great events — substantive, but also fun. But the All-Co's aren't frequent enough, or informal enough. So I also hold monthly "Meet The President" sessions that are highly informal — no speeches, no stage, no microphone — where folks can feel free to ask whatever is on their minds. It's terrific for me as well. I learn a lot.

My style is very open and personal. Management to me is about improving performance, which is great. But leadership is much more important and much harder to achieve. It's about inspiration, creating an atmosphere and a culture in which people can excel and make contributions beyond what they believed were possible. That's where the big rewards are for an executive.

Q What are the top challenges facing InfoWorld in the next six to 12 months?

A Our biggest challenge at InfoWorld Media Group is to become a truly multi-dimensional, fully integrated media company. Our goal is to build out multiple lines of business across print, online, events and research. We have a successful and highly regarded print publication that currently drives our business. But the real driver is our unique editorial content, our Test Center and our intelligent, innovative coverage of the IT world. This creates our value to readers and advertisers, regardless of the delivery platform. If we think of InfoWorld that way, then there is no limit to the possible ways we can reach our audience with content. So we will be working very hard over the coming months and years to build a much more dynamic business, with many more products and services. We want to give technology decisionmakers the ability to access relevant content any time, anywhere, so they can make optimal decisions about how to use technology to improve their businesses.

We have a new company tagline to go with our new design: "Lead with Knowledge." This is intended to be aspirational — to our readers, to our advertisers and to our employees. We are a knowledge company, an IT content company, not a data provider or deliverer of commodity information. And we serve those who want to, or aspire to, lead their organizations as IT professionals.

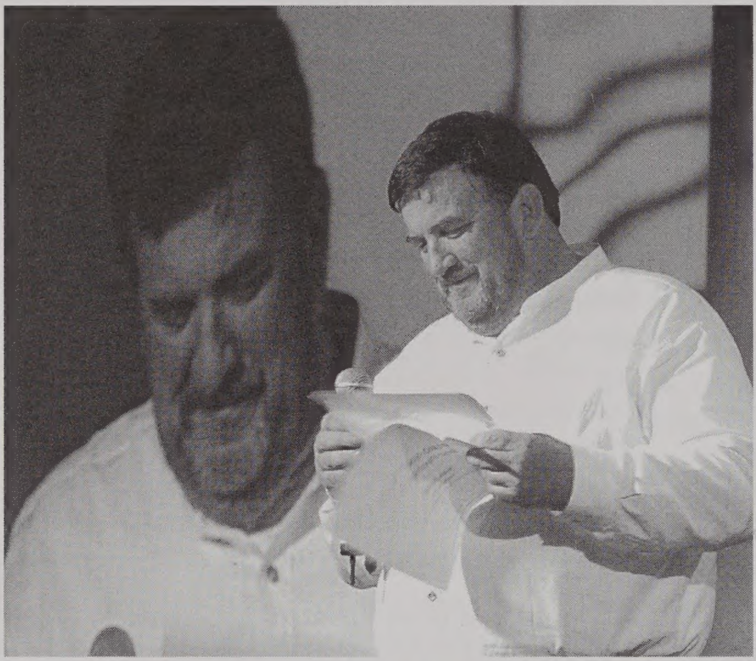
continued on page 7

Vortex

continued from page 1

stage interviews and fielded audience questions.

There were nearly 70 speakers at Vortex 2001. "I absolutely jammed [it] with content — probably too much!" Gallant said. "We had many panels with three to five speakers each. In the Vortex Newcomers segment, I showcased eight heavily funded start-ups. Attendees were exhausted by the end of the program, but they loved it!"



IDG Executive Forums staged a mini-DEMO at Vortex, which spotlighted 15 firms leading the networking product development charge. Above, DEMO Co-producer **Jim Forbes** addresses the crowd.

Topics that generated the most discussion were opportunities in enterprise networking, the role of the government in telecommunications deregulation, wireless Ethernet and high-speed Ethernet in metropolitan areas. "There are opportunities across the spectrum in networking — in the enterprise, in the telecom world, and in optical and other markets," Gallant noted. "But there was a strong feeling that companies have to focus more attention on the basics of improving customer service and finding new high-profit services."

Vortex sponsors included AT&T, Battery Ventures, Credit Suisse First Boston Technology Group, Core Express, Juniper Networks and Sprint. Gallant said the sponsors not only provide a financial underpinning for Vortex, they also serve on an advisory board to him. "I spent time going over the initial program draft with the board, which offered speaker advice, input on the themes and questioned some of my assumptions," he said. "These folks have long industry backgrounds, and their ideas improved the content."

Amy Callahan, acting Vortex brand manager for Executive Forums, said this year's sponsors "saw great value in participating." She said Executive Forums also offered contributing sponsorships to firms that wanted to participate but not at the higher levels and added that she expected them to very interested in being underwriters next year.

While previous Vortex events had marketed themselves, Callahan said that because of the IT industry's current slump, they had a more substantial marketing plan this year. Using e-mail marketing, "we could build up expectations and interest in the conference on a weekly basis as new speakers joined the program, which really drew them in. We had a pool of people who were the right ones to get in the room."

She also said that she thought the industry downturn worked in the conference's favor. "The buzz was really different this year," she said. "I think the market conditions gave us a great opportunity to have more intimate discussions, and with his journalistic approach John asked a lot of hard questions and was able to get more out of the participants."

Gallant said Vortex 2001 took nearly nine months to plan and organize, crediting Forums' President **Lia Lorenzano**, "who gave me the opportunity to do this" and Managing Director of Program Content **Karyn Kane Williams** and Senior Conference Coordinator **Karen Daitch** who helped get speakers and assisted throughout the conference.

"It really is an ongoing work," he continued. "We're now summarizing the lessons learned from Vortex 2001. In the fall, we'll begin planning Vortex 2002 in earnest. By November, I'm firmly back into the hard work of coming up with session descriptions, speakers, etc. I have to give credit to *Network World* for giving me the opportunity to work on Vortex. This has been a great example of IDG 'collaboraction.'"

"John is a stellar executive producer," said Lorenzano. "He is an incredible talent and brings an intellectual curiosity and reporter's inquisitiveness to the event. These are attributes that are truly essential and appreciated by our customers. I'm really pleased with the work that John has done and look forward to next year."

Gallant also writes a weekly Vortex e-mail newsletter on the convergence industries as a way of keeping the conference alive for attendees and potential attendees. "It's been a great forum for dialogue among the industry's best and brightest," he said. Vortex positions IDG as the leader in the IT industry, according to Gallant, one with the influence to bring together the biggest names in the industry to discuss trends, issues and opportunities. "Unlike many other publishing companies that cancelled events this year, IDG Executive Forums staged a very successful Vortex, confirming that IDG has the resources, longevity and clout to pull off such a high-level event even in the worst of times," he said.

For more information contact John Gallant at jgallant@nww.com, Karyn Kane Williams at karyn@idgexecforums.com, or go to www.vortex.net. WU

IDG

Week of June 18, 2001

Contract Administrator/Accounting Assistant (WEC)
IDG World Expo is looking for a Contract Administrator/Accounting Assistant to join the finance team. In this position you will act as liaison with corporate contract attorney, monitor and track receipt of contracts; input, maintain and update contract database. In addition, this position will provide general support to the accounting department in areas of document control, invoicing, collections and other ad hoc administrative duties. The successful candidate will be a self-starter and have knowledge of MS Office applications; strong communication and follow through skills. Requires a minimum of 3 - 5 years of administration experience. *Location: Framingham MA*
Contact: C. Cotter, Email: **ccjobs@idg.com**

Senior Web Manager (WEC)
IDG World Expo is looking for a Senior Web Manager to become part of the IDG World Expo team. Responsibilities include streamlining and maintaining content and navigation consistency across all event sites, enriching event sites to attract and retain viewers, developing an internal web training curriculum to enable content authors to update their materials, researching web development tools and vendors plus defining metrics and generating reports to measure web site success. This job will require you to work with product line marketing managers to advise them on how to enhance their sites as well as to act as a liaison to the other company departments. The candidate should be both a marketing and a web savvy professional who is a take charge, self-motivating individual. A bachelor's degree, 5+ years of web experience, 2+ years of HTML coding and the ability to manage people is a must. Proficiency in Microsoft Project and Microsoft Office a plus. This position offers a good team environment with lots of autonomy and room to create!
Location: Framingham MA
Contact: C. Cotter, Email: **cydney_cotter@idg.com**

Sr. Analyst, Supply Chain Services (IDC)
In keeping pace with the rapid growth of IDC's market intelligence for the Supply Chain Services area, IDC is seeking a Senior Research Analyst who will be responsible for identifying emerging opportunities for Supply Chain Services vendors, and service firms to profitably grow their business. Specific responsibilities include building and managing a profitable Supply Chain Services research practice in the areas of research, client support, business development and other initiatives: In the research capacity, you will follow the Supply Chain Services marketplace with your personal attention on local and regional companies for whom services are a strategic business. In order to gain market and competitive intelligence, you will develop issues for study, perform primary information gathering activities, analyze data and prepare written research in the form of studies, reports, bulletins, and e-flashes. In the client support capacity, you will focus on customer satisfaction with the inquiry service provided by your practice area and proprietary consulting projects. In the business development capacity, you will work with the sales force to develop leads and close program sales, gain visibility in the industry by communicating with the press and trade organizations. This senior analyst will identify best-of-breed firms and forecast services trend. This is a high-profile position in which the successful candidate will have frequent contact with the press, Wall Street firms and senior industry services executives. Candidates must possess excellent writing, communication and quantitative skills. MBA graduate with experience in the Supply Chain Services industry is a plus. *Location: Framingham MA*
Contact: C. Burton, Email: **idc_jobs@idc.com**

Regional Sales Manager, Consumer (CXO)
CXO Media is looking for a Regional Sales Manager, Consumer to join our thriving sales team. Responsible for establishing a non-endemic advertising base for Darwin and CIO as well as selling non-endemic conference sponsorships and supplements. This individual will be responsible for identifying and delivering new target accounts and selling at the highest levels. Demonstrated closing skills and strong collaboration skills are necessary. The individual will also serve as a resource to the salesforce. The ideal candidate will have substantial business and I.T. knowledge and 7 plus years of sales experience including demonstrated success selling non-endemic advertising. *Location: New York, New Jersey*
Contact: S. Brown , Email: **susan_brown@idg.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

PC Advisor

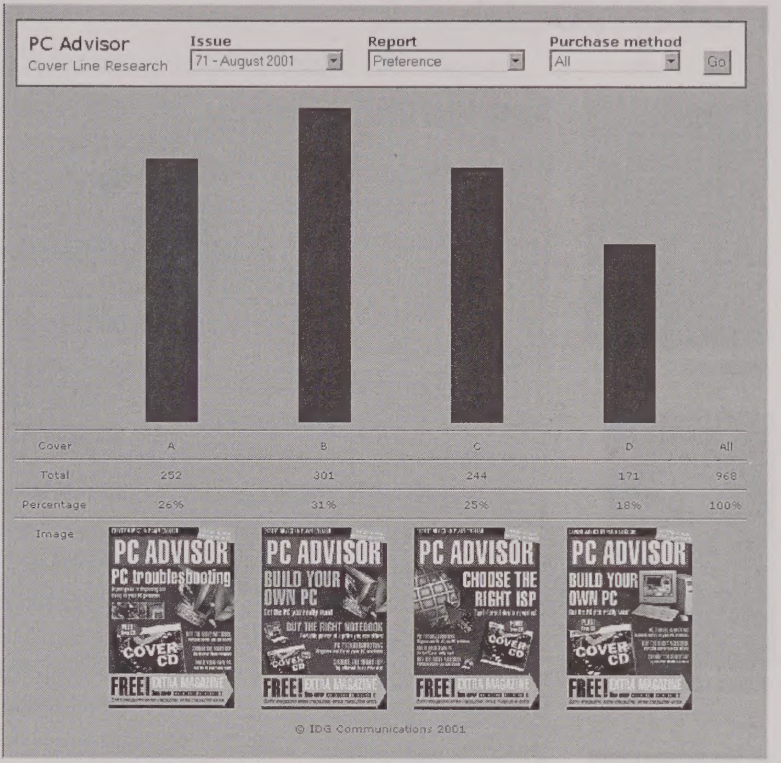
continued from page 1

- Original
- Eye catching
- Memorable
- For someone like me

> *"Whereas this [selecting a cover design] was once a purely subjective decision, it's now, with the help of our reader panel, more scientific and, as a result, more reliable."*
>
> *— Andy Platts*

According to *PC Advisor* Research Manager **Andy Platts**, "not only is this a very quick and easy way of conducting research, but it's also very inexpensive and with an analysis system that allows for the immediate processing of results, *PC Advisor*'s editorial and marketing team can monitor the outcome of the research in real time."

Each month, Publisher **David Fernando**, Editor **Andrew Charlesworth**, Art Director **Aileen O'Donnell** and Marketing Director **Kate Price Thomas** meet to make their best educated guess about which article will have the best newsstand pull if featured on the cover. "Whereas this was once a purely subjective decision, it's now, with the help of our reader panel, more scientific and, as a result, more reliable," explained Platts.



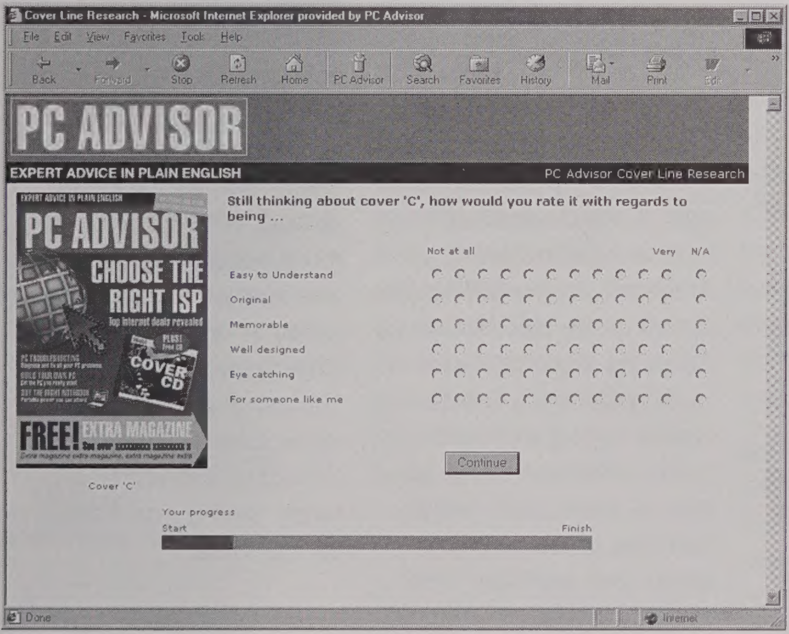
PC Advisor
Cover Line Research

Issue: 71 - August 2001
Report: Preference
Purchase method: All

Cover	A	B	C	D	All
Total	252	301	244	171	968
Percentage	26%	31%	25%	18%	100%
Image					

© IDG Communications 2001

The cover line research application allows PC Advisor's editorial and marketing staff to quickly analyze user preferences. Above, 31% of readers indicated they would be most drawn to purchase the August edition if it were to feature the second cover from the left.



Cover Line Research - Microsoft Internet Explorer provided by PC Advisor
File Edit View Favorites Tools Help
Back Forward Stop Refresh Home PC Advisor Search Favorites History Mail Print Edit
PC ADVISOR
EXPERT ADVICE IN PLAIN ENGLISH
PC Advisor Cover Line Research
PC ADVISOR
CHOOSE THE RIGHT ISP
Top Internet deals revealed
COVER CD
FREE! EXTRA MAGAZINE

Still thinking about cover 'C', how would you rate it with regards to being ...

	Not at all										Very	N/A
Easy to Understand	○	○	○	○	○	○	○	○	○	○	○	○
Original	○	○	○	○	○	○	○	○	○	○	○	○
Memorable	○	○	○	○	○	○	○	○	○	○	○	○
Well designed	○	○	○	○	○	○	○	○	○	○	○	○
Eye catching	○	○	○	○	○	○	○	○	○	○	○	○
For someone like me	○	○	○	○	○	○	○	○	○	○	○	○

Continue
Cover 'C'
Your progress
Start
Finish
Done
Internet

Readers are asked to evaluate a number of characteristics of each proposed cover. Response rates for the cover line research fluctuate between 25% and 35%, an "excellent" rate that is attributed to the "unbelievable enthusiasm" PC users have for their machines, according to ***Andy Platts.***

For example, four different stories could have headlined on the front of the April issue, he said:

- Dream machines
- Desirable displays
- Ultimate upgrades
- Get more from Excel

Feedback from *PC Advisor's* coverline research program indicated that magazine subscribers favored the article "Get more from Excel" (37%).

However, when asked which article they were more interested in, readers who typically purchase the magazine on the newsstand chose "Dream machines" (66% said they were very/quite likely to buy) and "Ultimate upgrades" (62% said they were very/quite likely to buy).

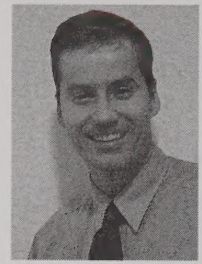
So, did they listen to their readers? Well, as it turned out, not this time. Just before the April issue went to press, Intel released the Pentium 4 processor and the April cover featured "First review Pentium 4." "But hey, that's why we love this industry," Platts quipped.

Platts said that response rates for coverline research tend to fluctuate between 25% and 35%, which he termed "excellent" given that a 10% response rate for Internet research is considered to be very good locally. But not unexpected, he said, given that, as a group, "PC users are unbelievably enthusiastic about their machines. All you have to do is log on to pcadvisor.co.uk or any other discussion forum to see what I mean."

"Readers and users of IDG magazines and Web sites love IT," he added. "Consequently, they love IDG as a resource for their need for IT information. It's this relationship *PC Advisor* is trying to harness with its research program. Readers and users of IDG products can provide each individual business unit with a wealth of information with regard to both self-reflection and value-added services. Online coverline research is just a small window of opportunity through which *PC Advisor* can make service improvements."

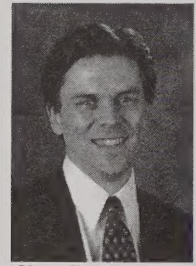
For more information, contact David Fernando at david_fernando@idg.com. WU

noteworthy people

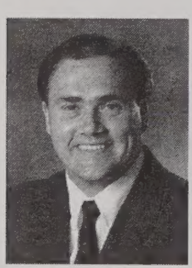


Scherzer

Kielmann



Chandler



Dean

Tenneson

Beltrão

CATHERINE SPENCE

Promotions

IDG Magazine Verlag CEO **York von Heimburg** recently announced he has reorganized the top management team for the three business units he oversees. **Stephan Scherzer**, previously publisher of *GameStar* at IDG Entertainment Verlag and publisher of *tecChannel* at IDG Interactive, has been appointed publishing manager of *PC Welt* and a member of the management board of *PC Welt's* parent, IDG Magazine. He will remain on the board of the other two companies and continue to oversee *tecChannel*, which he helped launch in late 1999. Stephan joined IDG in January 1991 as an editor of *Macwelt*. **Uwe Kielmann**, deputy publishing manager of the PC games magazine *GameStar* since early last year, has been named publisher. He joined the company in 1992 as a sales manager for *PC Welt*. In the third promotion, *Macwelt* Associate Publisher **Britta Tüttenberg** will be taking on more publishing management duties and will report to von Heimburg. Britta originally joined IDG Germany in 1994 as sales manager for *Macwelt*.

Program Manager, Infrastructure Management Services **Doug Chandler** has moved up a notch to program director. "Doug acts consistently as a force for collaboration both within and outside of the Services Group," said Group Vice President **Traci Gere**. "Doug's reputation for thought leadership in his field of hardware and storage services, a significant body of published research, demonstrated skills at mentoring and guiding analysts, and measurable successes in business development make this promotion well-deserved."

Program Manager, Network Support and Integration Services **Richard Dean** has been promoted to program director, Infrastructure Integration & Support Services. "Richard's promotion acknowledges the extensive scope of management and program responsibilities that he has already taken on with enthusiasm, " said Group Vice President Traci Gere. "Under the most recent reorganization of the Services group, Richard has taken on responsibility for the Software Support and Integration Services program and for the Contracts Database, the second of the Services Group's start-up eProducts. Richard's complete set of programs together will contribute $2.5 million in revenues in FY01."

Research Analyst **Christine Tenneson** of IDC's Worldwide Services Research Group has added the "senior" prefix to her title. "Since joining IDC in December 1999, Christine – an IDG veteran with previous stints at IDG and *Computerworld* – has been the driving force behind the success of the Support Services Database (SSD), IDC's first services-oriented online research tool," said Program Director Richard Dean. "Through Christine's efforts, the SSD consistently adds approximately $400,000 in annual revenue to our team. In addition, she continues to capture the praises of the SSD's loyal client base through her unrivaled support and dedication."

New employees

Eduardo Beltrão is the online business development manager at IDG Global Solutions in Staines, U.K. He was previously a freelance project manager for *PC Advisor*. He has a B.A. in economics from Thames Valley University. After hours he enjoys photography, rediscovering his old vinyl records, playing with his kids and awaiting the birth of his third child in late September.

Damon McDonald joins CXO Media's Philadelphia office as an account manager, a title he previously held at legal publisher American Lawyer Media. He served in the U.S. Marine Corps for eight years, including a stint in Saudi Arabia as part of Desert Storm, ending his tour of duty as a sergeant. Away from the office he enjoys sports and spending time with his family.

A part-timer since March, IDC Research Analyst **Vladimir Todorovic** is now a full-time staffer in Framingham, Mass., focused on the manufacturing and retail vertical markets. He has a master's degree from the Fletcher School of Law and Diplomacy at Tufts University in Medford, Mass. While there he cross-registered with the Harvard Business School in Cambridge, Mass., and earned a certificate in international business consulting. Vladimir is a breeder of English bulldogs and also enjoys weight lifting and horseback riding.

IDG Executive Forums welcomes Marketing Communications Specialist **Kerri Abdinoor** to its San Mateo, Calif., office. She was previously an account manager with E.piphany. Kerri earned a B.A. from Simmons College in Boston, double-majoring in English literature and Spanish. She enjoys hiking, biking, rollerblading and drawing.

Digit Advertising Manager **Simon Higginbottom** joins the magazine's staff in London after six years as advertising director at Centurion PPL. Between jobs he spent seven months travelling abroad, where one of his more notable adventures was surviving three bungee jumps in one day in Queenstown, New Zealand. Simon has a B.Sc. degree in social sciences from Surrey University and enjoys art, rugby, sailing and fishing in his free time.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Matt Smith *Computerworld*

20
Patricia Keefe *Computerworld*

18
Derek Hulitzky *Computerworld*

17
Mitch Betts *Computerworld*
Carol Miller *IDC*

14
Gary Anthes *Computerworld*
Bob Brewin *Computerworld*
Rex Farrance *PC World*

13
Susan Kusnic *Computerworld*
Lois Leuthner *IDG*

12
Robin Robinson *Computerworld*
Robert Peterson *InfoWorld*

10
Patricia Owen *PC World*

8
Mark Levitt *IDC*

7
Arantxa Aguilera *IDG Spain*
Gerry Davidson *PC World*

6
Emmie Hung Clark *Computerworld*
David Harmer *IDG Global Solutions*
Amie White *IDC*

5
Rich Brewer *IDC Japan*
Manuela Mancosu *IDG Italy*

4
Ana Gonzalez *IDG Spain*
Jane Pfeiffer *IDG Denmark*
Alana Jones *IDG*

3
Leslie O'Neill *InfoWorld*
Valérie Fageon *IDG France*
Lance Castonguay *IDG*

2
Joel Arbeitman *Computerworld*
Jocelyn Mendoza *InfoWorld*
Lijun Lin *InfoWorld*
Natascha van de Berg *IDC Benelux*
Sherryl Jacobs *IT World Canada*
Darrell Denney *IDG New Zealand*
Patricia McMahon *IDG.net*
Paul Morrisette *IDC*
Walter Mastrapa *PC World Latin American*

1
Deborah Radcliff *Computerworld*
Mark Savery *Computerworld*
Pimm Fox *Computerworld*
Ermias Amital *Computerworld*
Elisa Phillips *Computerworld*
Wei Wu Cheng *InfoWorld*
Jennifer Kavanagh *InfoWorld*
Thomas Sullivan *InfoWorld*
Eric Domage *IDG France*
Arturo Flores *PC World*
Alexa Wriggins *IDG.net*
Kelly Mills *IDG Australia*
Robert Weber *IDC*
Anna Danilenko *IDC*
David Shapira *IDC*
Nicole Weber *IDC*
Stephanie Torto *IDC*
Christopher Santos *IDC*
Christopher Chute *IDC*
Koon-Wai Wong *IDG*
Stephanie Viscasillas *CXO Media*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Correction

PC World's **Tina Phelps'** name was listed incorrectly in the June 11 list of honorable mention cartoon winners.

IDG employees, clients get 20% discount for IDC European IT Forum

IDG employees and any IDG clients they invite will receive a 20% discount for IDC's 11th annual European IT Forum, which will be held in Monaco on Sept. 17-18. The normal fee of Euros 2,300 (approximately US$1,965), plus 19.6% VAT, covers the conference and meals, including the gala dinner on Sept. 17.

The European IT Forum is the leading conference focused on the future of information technology and eBusiness in Europe and provides a great opportunity to network with IT leaders. As in past years, a high-powered lineup of executive speakers will be on hand. Among those on agenda: Carly Fiorina, chairman, president and CEO of Hewlett-Packard; Compaq Chairman and CEO Michael Capellas; Amazon.com Founder and CEO Jeff Bezos; Harvard Business School Professor Michael Porter, MIT Professor of Management and Economics Lester Thurow; Gary Hamel, chairman, Strategos and visiting professor, London Business School. To learn more about the conference agenda or to register, visit the Web site at http://emea.idc.com/itforum01/.

Magnuson

continued from page 3

Q What is your opinion about the most effective print/online strategy and is this strategy in place at InfoWorld or will there be changes?

A I feel fortunate to be part of a company that has as its base such a highly respected print franchise. That is a tremendous advantage in today's media business and it's a hallmark of IDG. InfoWorld is a very powerful brand, as are the other IDG titles. Without the print brand, it's difficult to build new products and businesses. But as we move forward, there is no doubt that the online dimension will become more powerful and more critical to our success.

Online is not the right word, of course, because it's not just online. We need a better way to describe new platforms and methods of content delivery and interaction with our audiences. But if you look at the world right now, our print product enables us to reach a large group of highly influential readers each week with analysis and perspective. What does it all mean? How do I makes better IT decisions and purchases? What products and systems do I need and why? With InfoWorld.com we have a continuous stream of coverage, the ability to provide much more targeted, and therefore personally relevant, coverage for our readers, and the ability to offer much more depth of coverage — drill-down ability. So the two are terrific complements, if developed properly and in synch with the overarching strategy of the company. It's an exciting time to be in this business. WU

contests for fun

What's your idea of a 5-minute vacation?

Share your favorite no-cost getaway and enter our contest

Now that vacation season is finally here (well, at least for those employees in the northern hemisphere; you folks to the south will have your turn soon enough!) *IDG World Update* is sponsoring the following contest.

The inspiration comes from Frommers.com, which has been nominated for a Webby Award in the Best Travel Web site category. One section of the Frommers site is a contest in conjunction with Almond Joy candy bars ("a five-minute vacation for your mouth and mind").

What do you do to take a short break to relieve the stress of the workday? Do you take a quick walk around the block? Imagine yourself on a pink sand beach in Bermuda? Stretch with some desk-side yoga? Where does your mind take you when you need to get away? What do you think about?

Inspire us with your version of a "5-minute vacation" in 150 words or less. We will print the best ones in an upcoming issue of *IDG World Update* and send t-shirts to the "travelers." One winner will be selected in a random drawing to receive an IDG beach bag filled with summer goodies. Send your ideas by July 16 to world_update@idg.com and include your name and mailing address.

Vote Frommers.com!

ARTHUR FROMMER'S
BudgetTravel
online
www.frommers.com

Frommers.com, a division of Hungry Minds, Inc., has been nominated for a Webby Award in the Best Travel Web site category.

As a nominee, Frommers.com is also eligible to win a People's Voice Award, and your vote could help them win! Voting is open to the public through July 4 at www.webbyawards.com, where you can cast your ballots for any of the 135 nominated sites in 27 categories.

The Web site provides in-depth destination profiles worldwide that include "Getting to Know" the area sections, maps, hard-to-find information on side trips, walking tours, helpful toll-free numbers and useful terms and phrases. It also features Arthur Frommer's Daily Newsletter with daily travel bargains and tips for the cost-conscious traveler.

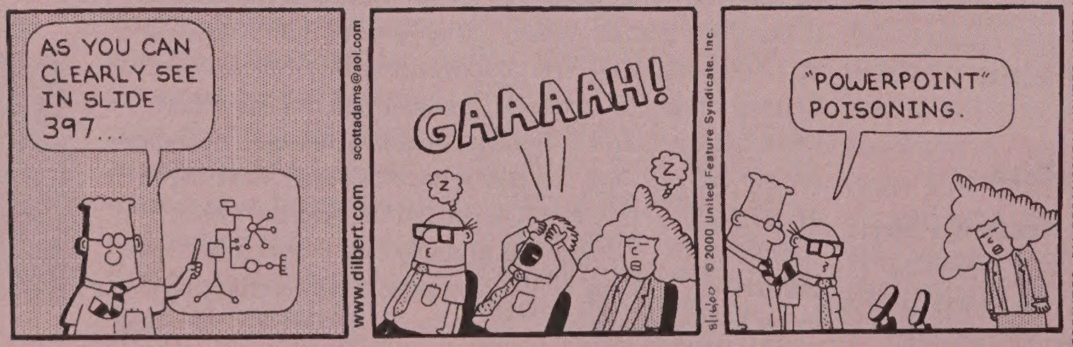
Guess these publications' birthdays

Network World (U.S.) celebrated its 15th anniversary earlier this year. See if you know which year IDG's other major publication product lines began. The answers appear below.

CIO	1980	1987	1992
The Industry Standard	1995	1998	1999
Computerworld	1965	1967	1970
Macworld	1979	1981	1984
GamePro (year acquired by IDG)	1985	1989	1994
PC World	1975	1982	1985
InfoWorld	1970	1976	1978
Publish	1978	1984	1986

Answers: CW, 1967; IW 1978; PCW, 1982; MW, 1984; Publish, 1986; CIO, 1987; GamePro, 1989; The Industry Standard, 1998.

DILBERT® by Scott Adams


AS YOU CAN CLEARLY SEE IN SLIDE 397...
GAAAAH!
"POWERPOINT" POISONING.

www.dilbert.com scottadams@aol.com

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and finally.

The editors of *IDG World Update* would like to thank the following people who contributed information and assistance for this week's issue:

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Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 3 Post Office Square, 4th floor, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

IDG World Update

25 JUNE 2001
VOLUME 31, NUMBER 26

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

A search for IDG heroes

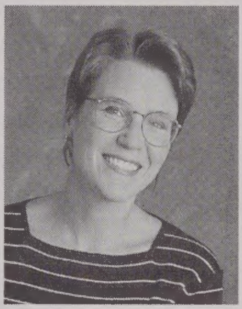
IDG World Update is planning a series of profiles spotlighting the "heroes" who work among us. And we need your help!

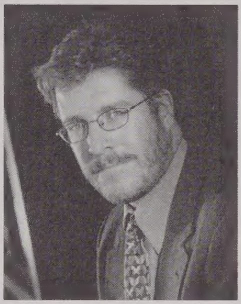
Do you work with someone who typifies one or more of IDG's corporate values? Has someone you know made a suggestion that has saved the company money or streamlined operations? Is there someone in your department who went the extra mile (or kilometer) to help a reader or a client?

If so, we want to hear about them! Please send nominations, along with a brief description of what makes this person a hero, to world_update@idg.com. Be sure to include your own name and business unit.

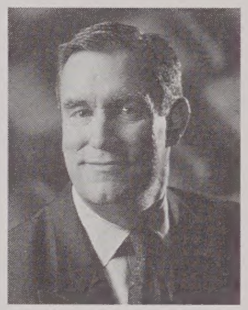
IDG World Update will enter both your name and the nominated employee's name into a random drawing for a pair of $50.00 American Express gift certificates.

IDG journalists, analysts, publications named most influential in technology industry


Lundberg


Vizard

Johnson


McKean

Adweek Magazine's Technology Marketing recently published its seventh annual "Influencers Report," once again featuring more IDG journalists, analysts and publications among the "most influential in the industry" than any other media company.

IDG amassed 14 rankings across multiple categories in the "Influencers Report" and was featured more often than any other company included in the report. IDG journalists and analysts appeared in the 'Media Influencers,' 'Trade Publications,' 'Business Magazines,' 'Web,' 'Consumer/Computer Magazines,' and 'Industry Analysts' categories. The re-

continued on page 4

CIO Best Practice Exchange catches on with high-level CIOs

Site connects peers eager to tap one another's experience and knowledge

When CIOs need answers where do they turn? Often, it's to each other. And now, thanks to the efforts of staff at CXO Media, those peers are just a few keystrokes away.

IDG WORLD UPDATE

Community builders. From left: ***Nicole Glinski Curtin****, marketing communications manager;* ***Martha Heller****, CIO.com executive Web editor;* ***Graham White****, Web intern;* ***Andrew Burrell****, audience development manager;* ***Kelly Kimball****, Web engineer;* ***Ellen Morey****, senior Web developer;* ***Diane Chen****, Web developer; and* ***Tim Horgan****, senior vice president/ Online.*

The CIO Best Practice Exchange, which launched in April, currently comprises a network of almost 600 CIOs from large organizations who meet online to exchange information and advice on everything from measuring IT value to selecting a vendor.

Membership in the Exchange is open primarily to senior-level IT executives at companies that generate more than $500 million in revenue a year and to large non-profits. According to CIO.com Executive Web Editor and Exchange Director **Martha Heller**, this helps to ensure a more homogenous community of executives who are likely to be grappling with similar issues.

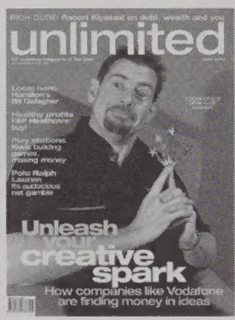
All of the resources on the site — best practices, product comparisons, surveys, documents — are generated through member interaction. "Our readers have told us that they learn a great deal from our publications, and that they would like us to provide opportunities for them to learn from each other," said Senior Vice President/Online **Tim Horgan**. "We've seen this happen at our confer-

continued on page 5

newsworthy

in brief

IDG New Zealand adds to its collection of Qantas Media Awards


unlimited
Unleash your creative spark
How companies like Vodafone are finding money in ideas

IDG New Zealand reaped another bumper crop of awards this year in the country's most prestigious journalism accolades, the Qantas Media Awards, announced in early June. Most pleasing to the staff, according to Business Development Manager **Alec Brown**, was *Computerworld's* finalist placing in the "Best Weekly Newspaper" category. This is the first time a trade publication has made it into the finals and saw *Computerworld* beat a raft of leading general business national titles.

Unlimited, an eclectic magazine focused on the business of competing in the fast-paced, technology-driven new economy and creating wealth by managing intellectual capital, scooped up four awards. Unlimited is no stranger to the awards stage, having won or been a finalist for 23 journalism and media awards since its launch 2½ years ago.

The complete list of IDG New Zealand's Qantas awards follow:

Computerworld - finalist in the "Best weekly newspaper" category.

Chief Sub-editor **Mark Broatch** (*CW*) - Finalist in the IT section of "Best Newspaper Feature Writer" category.

Unlimited - Finalist in "Best Trade/Professional Magazine" category.

Marketing Columnist **Jake Pearce** (*Unlimited*) – Winner, best columnist in the "Business, Finance and Consumer Affairs" category.

Freelance Photographer and Illustrator **Marcel Tromp** (*Unlimited*) – Winner, "Best Editorial Graphic Artist" category.

Former *PC World* Editor **Malcolm Burgess** - Finalist in the "Junior Magazine, Feature Writer" category for his work in *PC World*.

Contributing columnist **Russell Brown** (*Unlimited*)– Winner, Best Columnist in the "IT section" category.

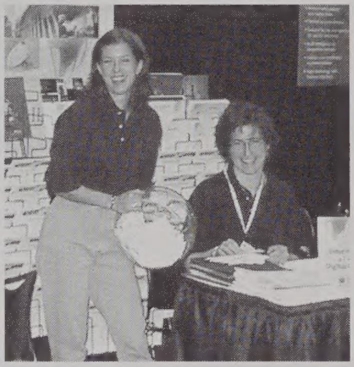
*Winner **Marcel Tromp** (right) in a pose not found in your average business publication, but as Unlimited Editor-in-chief **Vincent Heeringa** said. "[this kind of photo] works for us. Making business interesting to an uninterested public has been quite a challenge."*

Classifieds in World Update Online

IDG World Update Online's Marketplace section just added several new postings. So if you're looking to buy a car, a canoe, or some fine baby furniture, among other items, or would like to post your own ads, go to www.idgworldupdate.com.

IDC connects with influential clients at library conference

Representatives from IDC's Investment Research Services and Global IT Advisor programs staffed a booth at the Special Library Association (SLA) Conference in San Antonio, Tex., earlier this month. Corporate librarians comprise 65% of the SLA's membership, and since they make purchasing decisions about third-party research, IDC strives to connect with this client base. Chief Research Officer **John Gantz** spoke about market forecasting in one conference session. In addition to those in the photos below, other IDC employees present were Sales Rep **Ken Wilson**, VP Sales/Global Enterprise Accounts (GEA) **Jim Farley** and Director of Sales/GEA **Steve Phillips**.



*Account Manager **Michelle Obrda** and Marketing Programs Manager (and booth coordinator) **Miriam Kutcher** collected more than 500 business cards from clients and prospects.*

***Kevin Dunne** and **Patrick Hill**, both directors of sales, were among the Global Enterprise Accounts staff in Texas.*

News Service Know-How

Locate IDG editors worldwide via new online directory

In response to requests made by IDG editors around the world who would like a quick and easy "who's who" guide to enable them to identify and locate their colleagues in other countries, there's a new feature on the IDG News Service Web site at www.idgns.com: the Editor Directory.

Click on this link on the home page and you'll be taken to a listing of IDG editors that you can view by country, by publication, by product line (for example, all the *PC World* editions globally or all the *Computerworld* editions) or simply by last name. This feature could be useful if you're looking for information from another country and think an editor in that location might be able to help you, or you would like to brainstorm ideas with a group of editors who all work on different national editions of your publication. The aim is to make the world of IDG a little bit smaller and encourage more collaboration and contact among editors.

Don't have a password for the IDG News Service? Send an e-mail to idgns_password@idg.com. Please address comments and questions to Editor-in-chief **Elizabeth Heichler** at elizabeth_heichler@idg.com.

primer

back to basics

Conference planning

***Lynda Rosenthal**, the executive vice president and general manager of Executive Programs at CXO Media Inc. is this week's guest columnist. She may be reached at lyndar@cxo.com.*

Since 1990, CXO's Executive Programs staff has designed, developed and produced educational and networking opportunities for business and government executives who want to expand their knowledge of IT management strategy, issues and trends. Their events include *CIO* Perspectives, The *CIO* 100 Symposium and The *CIO* Enterprise Value Retreat.

Conference jargon

Fulfillment The entire inquiry and enrollment process, including furnishing information to people who request program information, sending out confirmation letters/e-mails, invoicing and processing payments, etc.

Property Can refer to the hotel you plan to use. A property can also be the event itself. A conference is an asset and is our intellectual and physical property.

If-closed business Putting a purchase amount on the products or services that a prospect was interested in.

Intent to buy Usually a time frame in which a purchase [by a conference attendee of a sponsor's product or service] will be made, or a percentage of certainty that a purchase will actually be made.

Q What are the top attendee needs that you must meet in order to deliver a successful conference?

A Attendees need to feel that they are part of a relatively homogeneous community, among peers who have similar IT budgets and concerns of similar scope and are managing analogous issues. Solid content with actionable take-aways to meet important business challenges ensures that attendees' non-renewable resource, time, will be well spent.

Q What is the preparation timetable like for an average conference?

A The lead time depends on whether it is a new or repeat event. There are four basic components for a conference: date, venue, brand and sponsors. Finding a venue with dates that are attractive for you determines when your conference can be held. There are popular event months such as March, April and October that require booking hotels several years out, although in the current economy, we are booking much closer to the actual date of a conference.

Most IDG events have a sponsored component. For this effort to be successful, it is best to begin 15-18 months before the launch of a new event. This allows sufficient time to develop sponsorship materials and gauge interest on the part of the vendor community. In the absence of this lead time, you find yourself trying to develop content, create a marketing campaign to attract attendees, writing all the collateral and developing a registration database while wondering if you have a viable program! It causes enormous stress. For a repeat event, nine months is usually sufficient time for program development and attendee marketing, assuming there is a reasonable sponsor renewal rate.

Q What are your tips for signing up corporate sponsors?

A Competing for the corporate dollar is intense. In addition to the proliferation of for-profit event providers, more and more vendors are putting on their own events. Give an incentive for signing by a specific date, such as additional complimentary passes. Offer something valuable like golf tournament sponsorship that can't be bought a la carte. And most importantly, there must be a measurable and demonstrable ROI to the vendor. You must understand what measurements your sponsors will use to determine if an event has met their goals. And that doesn't mean counting the number of leads. You can measure the dollar value of "if-closed" business, intent to buy or new business identified from an existing client. There's an old saying: If you don't know what your clients want out of a sponsorship, don't be surprised when they want out.

Q What if any follow-up is involved in putting on a conference?

A First, you must provide sponsors with post-event research. According to a survey in a recent IEG Sponsorship Report (www.sponsorship.com):

- 83% want the event producer to conduct research for them.
- 51% want post-event attendee evaluation surveys.
- 29% want additional ideas for increasing visibility and leveraging sponsorship.

It is critical to survey the sponsors and the attendees and to get the results into the hands of the renewal decision-makers. Ninety-four percent of renewal decisions are based on internal feedback. It is essential to provide some external metrics. What was the awareness level of the sponsor's target group and did the vendor's participation in your event help move the needle? Was it a good image fit? What was the purchasing propensity of the attendees for a specific sponsor's products?

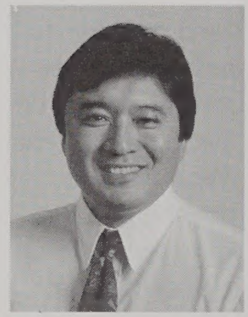
Q What can conference organizers do in the midst of a stalled economy to ensure adequate levels of attendees and sponsors at future events?

A Conference providers need to more closely examine their sponsor and attendee needs. This means knowing what businesses the sponsors are in, if there are any new products they will be launching around the time of the program, what they expect as deliverables and how they want to receive information about the attendees. Providers must form a partnership with the sponsors so that attendee participation becomes the responsibility of both the sponsor and the event provider.

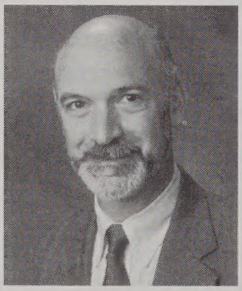
Be absolutely certain that the conference program content is designed to address specific challenges faced by attendees. Look at the time commitment potential attendees are willing to make to an event and see if there is a way to bring the event closer to the customer. This could greatly reduce travel time and expense. While there is no magic potion that will guarantee sponsor or attendee participation, addressing as many of the needs as possible of these two sets of constituents is critical.

Gallant

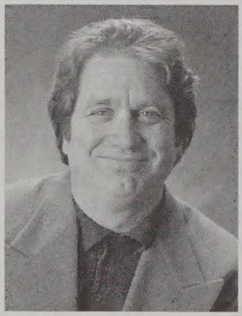
Shipley



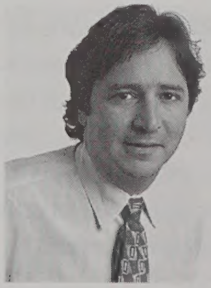
Nihei



Kay



Schlack



Weber

Influencers

continued from page 1

port appeared in Technology Marketing's June 2001 issue.

IDG journalists and analysts featured in the 2001 "Influencers Report," include **Jonathan Weber**, editor-in-chief, *The Industry Standard;* **MaryFran Johnson**, editor-in-chief, *Computerworld;* **Abbie Lundberg**, editor-in-chief, *CIO;* **Michael Vizard**, editor-in-chief, *InfoWorld;* **John Gallant**, editorial director, *Network World;* **Chris Shipley**, editor-in-chief, *DemoLetter;* **Kevin McKean**, editorial director, *PC World;* **Wes Nihei**, editor-in-chief, *Gamepro;* **Mark Schlack**, former editorial director, ITworld.com; and **Roger Kay**, research manager, IDC. IDG publications featured in the report include *The Industry Standard, InfoWorld, PC World, Network World, Computerworld, CIO* and *Macworld.*

Gallant, Weber, Lundberg, Vizard, McKean, Shipley, Schlack and Johnson were also included in last year's roundup.

"With more representatives on this 'key influencer' list than any other company, IDG reaffirms its unparalleled commitment to editorial integrity and excellence," said Kelly Conlin, president and CEO of IDG. "We take great pride in the impact that our journalists and analysts have on our audiences, enabling users to make more informed business and technology decisions."

The "Influencers Report" ranks technology industry influencers – writers, columnists, editors, analysts and publications – based on their public profile, external activity, visibility, publication influence and circulation. The rankings also reflect reader surveys and *Technology Marketing's* editorial perspective. The annual report represents the 12-month period of April 2000 through March 2001.

Technology Marketing's 2001 "Influencers Report" is available at www.technologymarketing.com.

More than 300 attend first JavaWorld Japan conference

The viability of IDG Japan's *JavaWorld* magazine was readily apparent on June 15 during JavaWorld Day for Developers, the publication's first branded event. The registration line had to close early because Sankei Plaza Hall in Tokyo had reached capacity with more than 300 Java and XML developers.

The one-day event, jointly organized by the *JavaWorld*'s editors and ad sales team, consisted of 12 conference sessions and a small exhibit area. *JavaWorld* staff introduced the speakers, most of whom were vendor representatives. Ten companies signed on as sponsors: iPlanet, IBM, Oracle, Hitachi, Borland, Access, Webgain, IONA Technologies, BEA Systems and Bunka Orient.

JavaWorld Editor-in-chief **Naoyuki Sakai** said his group created the event in response to two technological advances. First, the creation of J2EE-based Java servers have attracted much interest among developers regarding using Java for business purposes. Second, a rapidly growing number of people are using the Java function on cellular phones enabled by NTT DoCoMo (Japan's largest mobile telecommunications carrier) – about 3.5 million out of 20 million users of iMode, NTT's wireless Internet service.

Java
A high-level object-oriented programming language that can run on most computers and is well suited for Web applications.

JavaWorld Editor-in-chief ***Naoyuki Sakai*** *(left) and Ad Sales Representative* ***Motohiro Miura*** *were two of the primary organizers of JaveWorld Day for Developers.*

Launched four years ago, the monthly *JavaWorld* was a pioneer that endured a lean period catering to the then-small number of Java developers. Today, with the growing utility of Java, *JavaWorld* remains the only magazine completely focused on Java and is highly respected among developers and vendors alike. With a circulation of 50,000, *JavaWorld* has recently seen a steady growth in ad pages.

IDG Japan plans to repeat JavaWorld Day for Developers at some point in the future, most likely in a larger venue. For more information contact Naoyuki Sakai at nsakai@idg.co.jp or **Motohiro Miura** at mmiura@idg.co.jp.

IDG Corporate Boviard STAR AWARD Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary **S**ervice, **T**eamwork **A**nd **R**esults.

Awards are presented twice a year. A maximum of three awards are given.

Who Can Be Nominated?
All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, vice president, corporate controller and treasurer; Jayne Enos, vice president, corporate taxes; and Julie Lynch, director, Human Resources Services Division.

IDG Corporate Accounting
IDG Corporate Support Center (Chairman's Office, President's Office)
IDG Global Solutions
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax & Legal
IDG Human Resources
IDG Information Services
IDG List Services
IDG Research Services
IDG International Publishing Services (G&A, Licensing, IDG News Service, *IDG World Update*)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by July 13, 2001.
Please use form on reverse side.

IDG Corporate Boviard STAR AWARD Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be published in the *IDG World Update*.

Employee Name: ______________________________

Title: ______________________________

Department: ______________________________

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

Nominated by: ______________________ Date: __________

Title: ______________________________

ALL nominations must be submitted by July 13, 2001. Send nominations to Jennifer Carty, IDG Human Resources, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4480.

IDG

Week of June 25, 2001

Business Development Manager (CWI)
Reporting directly to the CIO/VP Online, the person in this position will be responsible for initiating, creating and evolving partnerships with 3rd parties. This will include developing business plans and seeking out new business opportunities which will enhance the profitability of computerworld.com. Qualified candidates should have 3-5 years experience in sales or business development, industry knowledge, a college degree and very strong communication skills. In addition, candidates should be able to demonstrate the ability to develop strong business relationships and take initiative. *Location: Framingham MA*
Contact: Email: **jobs@computerworld.com**

Ad Sales Associate (CXO)
CXO Media is looking for a high energy individual interested in a career in sales with our San Francisco, CA sales office. Responsibilities include: prospecting and lead generation through our routine web and printed media research. Client and Agency/vendor contact to assist with monthly magazine closings and a collection of insertion orders. You will also be responsible for meeting coordination, database maintenance, proposals, and rfp's. Ideal candidates will have a customer service orientation, strong writing skills, and attention to detail, excellent multi-tasking skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and 1-3 years business experience. Experience in publishing, advertising and marketing preferred.
Location: San Francisco
Contact: B. Senges, Email: **bsenges@cxo.com**

Senior Correspondent, Europe (NEW)
IDG's daily, international news service seeks an experienced, high-energy journalist based in either our Paris or London bureaus. Wide-ranging responsibilities include covering the local and European IT industry and user community, industry trade shows, press conferences and other breaking news for the daily wire. The European correspondent will also have some editing experience, and sufficiently broad understanding of the IT industry, so that he/she can cover shifts on our newsdesk, monitoring news sources for breaking stories and editing copy filed by other correspondents. Travel will be required. The ideal candidate has a command of AP-style news writing and editing, the journalistic range to produce WSJ-quality analytical features. Candidate for Paris must understand and speak French. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from handheld computers to mainframe systems and from wireless LANs to global communications networks. Strong computer skills, other languages, and experience using a notebook PC in a remote computing environment are also a plus. Send resume, cover letter and clips to:
Marc Ferranti at marc_ferranti@idg.com. *Location: London UK or Paris France*

Hong Kong Correspondent (NEW)
IDG's daily, international news service seeks an experienced, high-energy journalist for our Hong Kong bureau. Wide-ranging responsibilities include covering the local and Asian IT industry and user community, industry trade shows, press conferences and other breaking news for the daily wire. The Hong Kong correspondent will also have some editing experience, and sufficiently broad understanding of the IT industry, so that he/she can cover shifts on our newsdesk, monitoring news sources for breaking stories and editing copy filed by other correspondents. Travel will be required. The ideal candidate has a broad understanding of the IT industry, a command of AP-style news writing and editing, the journalistic range to produce WSJ-quality analytical features. Chinese language skills, spoken and/or written, are a major advantage. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from handheld computers to mainframe systems and from wireless LANs to global communications networks. Strong computer skills, other languages, and experience using a notebook PC in a remote computing environment are also a plus.
Start date for this position is Sept. 1, 2001. If interested, please send resume, cover letter and clips to:
Marc Ferranti at marc_ferranti@idg.com *Location: Hong Kong*

Go to http://careers.idg.com to view all current job opportunities at IDG

VP/ Associate Publisher (West Coast) (STA)
Headquarter in San Francisco and located on the Web at www.thestandard.com. The Standard is the essential source for intelligence on the Information Economy. The Standard is currently seeking a West Coast VP/Associate Publisher. Reporting directly to the Group Publisher, this position is a senior strategic member of the sales team. The VP/ Associate Publisher will be responsible for prospecting, maintaining and leading the Western Region Sales team in driving in ad revenue for the print business and the Web for The Industry Standard. Other duties include but are not limited to supervising and training qualified sales and sales support staff, providing leadership, and establishing sales force performance goals. The innovative, creative, resourceful candidate will have 10+ years of business publication ad experience, innovative sales strategies, a thorough understanding of the business, technology and internet markets and a proven track record of successfully leading a sales team. Excellent verbal and written communication, management and entrepreneurial skills are a must. Well-established contacts and interest in the internet industry a definite plus. Please send resume with cover letter to: **tommyl@thestandard.com.** *Location: San Francisco*

Sr. Public Relations Manager (STA)
Headquarter in San Francisco and located on the Web at www.thestandard.com. The Standard is the essential source for intelligence on the Information Economy. The Standard is currently seeking a Sr. Public Relations Manager. The Sr. Public Relations Manager will be responsible include but are not limited to: Develop PR strategy for TIS in conjunction with Senior Management Team. Main liaison between The Standard/The Industry Standard and the media, including print, broadcast (radio and TV), and online outlets. Responsible for writing weekly press releases for the magazine and website, and when breaking news occurs. Responsible for identifying appropriate media outlets for story pitches and generating publicity for magazine and website content. Writes and oversees distribution of press releases and highlight sheets working with the Editorial Director and appropriate editors and reporters. Candidate should have five to seven years of experience in media relations and public relations strategy with a proven track record of media placement and excellent existing media relationships. Outstanding interpersonal, communication and writing skills a must. Must be able to work under multiple deadlines and prioritize a variety of projects. Experience with Internet media and magazine publishing a plus. Writing samples are required. Please send resume with cover letter and writing samples to: **tommyl@thestandard.com.**

Go to http://careers.idg.com to view all current job opportunities at IDG

CIO.com hosts 1 million online visits in May

CIO.com celebrated its six-year anniversary this month by announcing a record-breaking 1 million visits during the previous month. According to CIO.com VP and Executive Director **Tim Horgan**, that number includes 271,000 unique visitors who read 10 million pages on the site and stayed for an average of just over 23 minutes per visit. Comparable numbers for last year were 615,000 visits from 183,000 visitors.

"We've been focusing on closer integration between our print and Web content, improving site design and navigation, working with the major search engines and increasing the amount of online content — and it's paying off!" Horgan said.

Among the ways the publication builds bridges between print and online, Horgan noted the following:

- Almost every article in *CIO* has a reference to a related resource on CIO.com where the reader can learn more.
- All print content goes online where links are then added to related resources.
- Additional content that doesn't fit in print is included online.
- Special online projects are undertaken to further explain a topic. For example, to complement a recent piece on XML, the writer and a Web designer collaborated on a Shockwave application that described the heritage of XML.
- Editorial staff are also the editors of online areas (Research Centers) and often use that as a way to find out what's on the minds of our readers.
- Several products that started out as Web-only, have found their way into the print publication. Sound Off, a weekly opinion piece that invites reader response and Ask the Expert are two examples.
- Each issue of CIO carries a table of contents for CIO.com as a way of emphasizing that there is always new content online.

CIO Best Practice Exchange

continued from page 1

ences, as readers meet and talk in-depth with their peers, and we'd been thinking about how to create this experience for them using our Web site."

CIO.com editors work as moderators, facilitating member discussions and packaging information produced in the Exchange into Best Practice Reports for later reference.

And Heller produces a weekly e-newsletter that highlights new features and particularly compelling discussions.

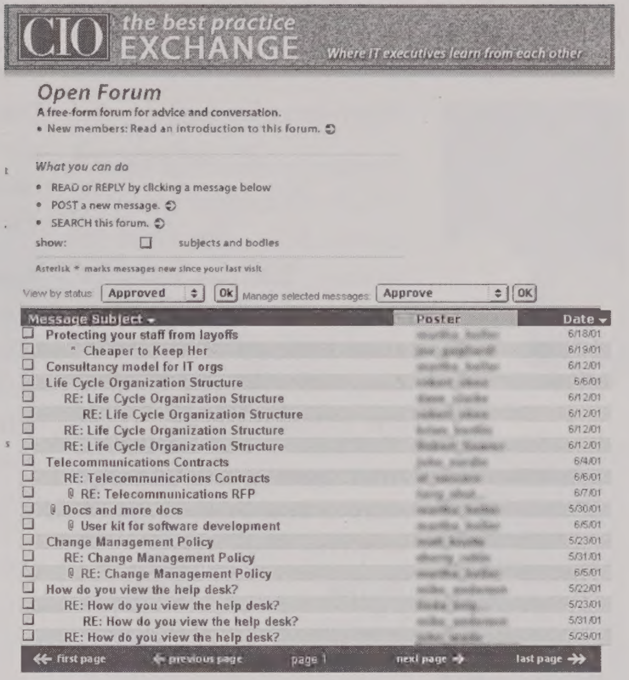
"An online community is a fragile, organic being," said Heller. "It needs to start off with a model that is structured enough to allow for meaningful interaction, but not so structured that it cannot evolve according to its members' desires and behaviors."

Horgan concurred. "Our early ventures taught us that we need to be actively involved, guiding the discussion, recruiting the right members, making sure the forum grows and evolves as the members' needs change. With the Exchange we're taking advantage of the lessons we've learned the hard way. One of the biggest changes we've implemented is having a full-time director [Heller] to keep watch and help evolve the site. The second change is to actively manage how the site evolves, by talking to members every day via e-mail and on the site and constantly brainstorming about how we can improve it," he said.

CIO.com editors closely monitor the site, constantly looking for ways to improve the service. "To be successful, a site like the Best Practice Exchange needs a staff that is always thinking, 'What can we do for our members?' 'How can we make each visit a valuable one?' " said Heller. "It demands the 'personal touch' — welcome messages to new members, quick notes of thanks for particularly useful contributions."

> *"To be successful, a site like the Best Practice Exchange needs a staff that is always thinking, 'What can we do for our members?' 'How can we make each visit a valuable one?' It demands the 'personal touch' — welcome messages to new members, quick notes of thanks for particularly useful contributions."*
>
> *— Martha Heller*

The CIO.com staff also relies heavily on its board of advisors. Through regular e-mail and telephone interaction, Heller solicits feedback from a group of 12 members chosen because of their diverse industry representation and their level of interest in the Exchange.



Open Forum

A free-form forum for advice and conversation.

- New members: Read an introduction to this forum.

What you can do

- READ or REPLY by clicking a message below
- POST a new message.
- SEARCH this forum.

show: ☐ subjects and bodies

Asterisk * marks messages new since your last visit

View by status: Approved [Ok] Manage selected messages: Approve [OK]

	Message Subject	Poster	Date
☐	Protecting your staff from layoffs	[redacted]	6/18/01
☐	* Cheaper to Keep Her	[redacted]	6/19/01
☐	Consultancy model for IT orgs	[redacted]	6/12/01
☐	Life Cycle Organization Structure	[redacted]	6/6/01
☐	RE: Life Cycle Organization Structure	[redacted]	6/12/01
☐	RE: Life Cycle Organization Structure	[redacted]	6/12/01
☐	RE: Life Cycle Organization Structure	[redacted]	6/12/01
☐	RE: Life Cycle Organization Structure	[redacted]	6/12/01
☐	Telecommunications Contracts	[redacted]	6/4/01
☐	RE: Telecommunications Contracts	[redacted]	6/6/01
☐	RE: Telecommunications RFP	[redacted]	6/7/01
☐	Docs and more docs	[redacted]	5/30/01
☐	User kit for software development	[redacted]	6/5/01
☐	Change Management Policy	[redacted]	5/23/01
☐	RE: Change Management Policy	[redacted]	5/31/01
☐	RE: Change Management Policy	[redacted]	6/5/01
☐	How do you view the help desk?	[redacted]	5/22/01
☐	RE: How do you view the help desk?	[redacted]	5/23/01
☐	RE: How do you view the help desk?	[redacted]	5/31/01
☐	RE: How do you view the help desk?	[redacted]	5/29/01

CIO's Best Practice Exchange currently has almost 600 senior-level CIOs as members. Members frequently engage one another in long discussions regarding various business challenges.

And clearly the CIO.com team is onto something. The original membership of 500 grew to 575 by word of mouth in just 10 weeks. Heller said that for the moment they are happy with the size of the membership. "It's a good size group on which to try out new features and programs so that we can learn what works and what doesn't. Once we've done due diligence with this group, we'll launch a new membership campaign," she said.

"Despite the fact that I've been hyping the Exchange from the start, I had no idea that it would be as successful as it's been," Heller said. "I have a folder called 'praise for the Exchange that contains e-mails from CIOs thanking us for the program. But the best measure of member satisfaction is usage, which has been extensive: long discussion threads on how members are measuring the value of IT investments, complete with sample documents, a library of member-contributed policies and best practices and a stream of new questions and ideas."

"This team understands that this is a significant opportunity for us and they're committed to making this the place CIOs come to to learn from their peers. Martha and the rest of the team will be working with it to shape it into the best forum for CIOs over the years to come," Horgan noted.

Heller may be reached at mheller@cxo.com.

noteworthy people

Sullivan

Tan

New employees

A recent graduate of Saint Anselm College in Manchester, N.H., with a B.A. in business, **Michael Sullivan** has joined IDC Framingham as an associate analyst. Away from his desk he enjoys baseball and golf.

After working for IDCInquire in Framingham on a part-time basis, **Jacob Walker** joins the group full-time, supporting the PC, Peripherals and 3G Wireless Infrastructure programs. He has worked as a Web developer for Cartesia Software and helped his alma mater, Babson College in Wellesley, Mass., move to a new e-mail infrastructure. A recent Babson graduate, he earned a B.S. in business administration with concentrations in economics and international business.

Derrick Tan has joined IDG World Expo Asia in Singapore as general manager, South Asia. Most recently he was general manager and assistant vice president of strategic marketing at StarHub, a provider of wireless, fixed and data telecommunications and Internet services. Derrick earned a B.S.S. in sociology from the University of Singapore. Outside the office he enjoys motorcycle touring, restoring antique motorcycles and adventure travel.

Network World has hired **Marta Hagan** as a sales assistant in its Philadelphia sales office. She was previously an account executive with VoiceStream Wireless and holds a B.A. in sociology from the University of Delaware. An avid runner, she recently completed a fund-raising marathon for the Leukemia Society.

Previously an operations manager with EMC Corp., Data General's leasing organization, **Jane Weissman** is Network World's new sales operations coordinator. She graduated from Bentley College in Waltham, Mass., with a B.S. in management. An animal lover, she also enjoys travel and reading.

Et cetera

Exposing America Online's deal-making tactics, *Industry Standard* Senior Writer **Gary Rivlin** recently won a 2001 Gerald Loeb Award for Distinguished Business and Financial Journalism in the Magazine category for his article "AOL's Rough Riders," the cover story in the Oct. 30, 2000, *Standard*. "Gary's story on AOL especially exemplifies *The Industry Standard*'s editorial mission, exploring the way technology and technology-inspired organizations have transformed business," said *Standard* editor-in-chief **Jonathan Weber**. In its 44th year, the Loeb Awards are among the highest in journalism and recognize members of the print and broadcast media for their contributions to business journalism. "It was great to win one for the team," Rivlin said. To view the article go to www.thestandard.com/article/0,1902,19461,00.html.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Two IDGers raise more than $22,000 in California AIDS Ride

Diane Hacker *gives a thumbs up during her 575-mile ride...*

...while ***Lynn Mueting*** *was triumphant at the finish.*

IDG's **Diane Hacker** and **Lynn Mueting** endured nine months of early-morning training rides, muscle aches and bad tan lines to ride in the seven-day, 575-mile California AIDS Ride from San Francisco to Los Angeles earlier this month. "Scorching heat, terrible pain, bad food – and it was worth every single moment," Hacker said of her first Ride.

IDG Games Media Group Single Copy Sales Director Mueting raised $6,500, and Hacker, *PC World*'s financial advertising services manager, raised $16,180 — with the help of "IDG's awesome matching gift program" — which made her the third highest fundraiser of this year's 2,800 cyclists. The $11.8 million raised by the eighth annual Ride will go to community services provided by the San Francisco AIDS Foundation. Since 1994, AIDS Rides in the U.S. have raised $95 million.

"For all that I gave, I received it back tenfold in friendship and kindness," Hacker said. "I have been allowed to experience what people can really be when they are pulled away from our world of cynicism and greed. It's amazing human spirit, and I was proud to be a part of it."

Mueting, who pedalled with her sister, called it "an incredible adventure, moving in every sense of the word. I'd never raised that much money before or challenged myself physically like that. It was very gratifying to have that personal achievement and know that I was doing something significant on behalf of others."

Hacker has already signed up for next year's California Ride and will also be participating in a similar Ride from Amsterdam to Paris in June 2002

For more details contact Diane Hacker at diane_hacker@pcworld.com, Lynn Mueting at lmueting@gamepro.com or go to www.bethepeople.com. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23

Debra Sobin *IDG*

21

Cindy Delany *ITworld.com*

15

Pim Bilderbeek *IDC Benelux*

13

Andrew Sambrook *IDG List Services*
Julie Gilbert *IDG New Zealand*

12

Francisco Sanchez *IDG Spain*

11

Philippe Rose *IDG France*
Guy Eaton *Macworld U.K.*

10

Terri Mitchell *CXO Media*

8

Stewart Deck *CXO Media*
Doris Gutzelnigg *IDG Austria*

6

Jeff Julian *IDG.net*
Simon Jary *Macworld U.K.*

5

Peter Tripodi *IDG Central Services*

4

Elizabeth Fung *CXO Media*
Anne Schneider *IDC*
Michael Naughton *PC Advisor*
Julia Reid *InfoWorld*
Dan Amrich *IDG Games Media Group*
Stephanie Sanborn *InfoWorld*

3

Richard Finlay *CXO Media*
Patrick McConnell *PC World*
Silvia Raggi *IDG Italy*

2

George Mahowald *IDC*
Kelly Matthews *IDC*
Lilian Yang Lan *Computerworld Singapore*
Paul Brannen *IDC Canada*
Jo Williamson *IDG Global Solutions*

1

Kristin Gallo *IDG World Expo*
Lauren Capotosto *CXO Media*
Diane Chen *CXO Media*
Dana Basilone *IDC*
Deborah Yee *IDC*
Michael Caprioli *IDC*
Eri Meyer *IDC*
Linda Dahl *PC World*
Adoracion Lopez *IDG Spain*
Maria Eastwook *IDG U.K.*
Paula Batten *IDG U.K.*
Sean Kelly *IDG U.K.*
Jacqueline Clause *InfoWorld*
Ruth Ann Gardner *IDG Executive Forums*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDC employees cheer on Red Sox

Some 175 Framingham-area IDC employees took advantage of the company's offer of free tickets to see the Boston Red Sox take on the Detroit Tigers earlier this month at Fenway Park. IDC Human Resources Marketing Specialist ***Erin Casey*** *created posters for employees to hold during the game. Above, Senior Account Executive* ***Jim Nagle*** *shows off the poster he held up for most of the game. And apparently all the support helped. The Sox beat the Tigers 8-1!*

Address change

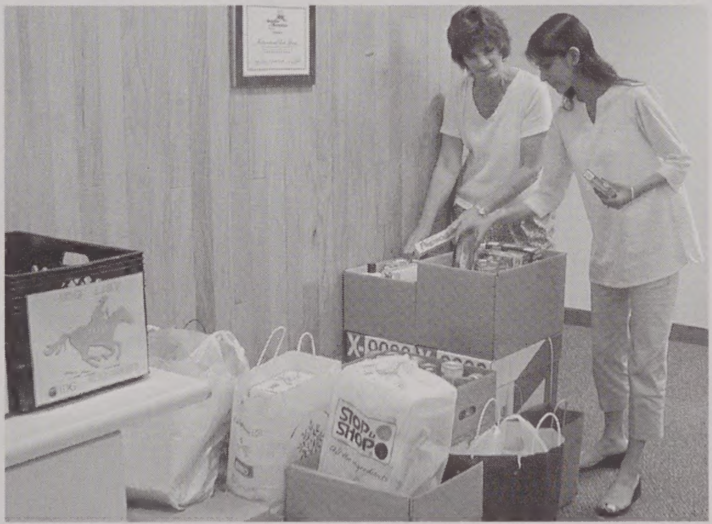
PC World Belarus has a new address:

ZAO Komputerny Mir
Smoljachkova str., 21-55
Minsk 220071
Belarus
Tel/Fax: +375-17-284-5577

More addresses in IDG Directory

The IDG Directory (www.idgdirectory.com or on Lotus Notes) has contact information for every business unit worldwide and a growing list of employee contact information. Check it out today!

IDG Framingham employees donate food for local shelter



ARDLEY YEE

IDG Credit Senior Administrator ***Michelle Chase*** *and Application Developer* ***Jasmine Sahey*** *sort through some of the many items donated by IDG employees in Framingham.*

IDG's Corporate Action Council mobilized employees at the 5 Speen Street office in Framingham, Mass., earlier this month for a food collection project. The food and toiletries were donated to the MetroWest Harvest, which in turn provided the items to Women's Protective Services, a shelter for families in crisis.

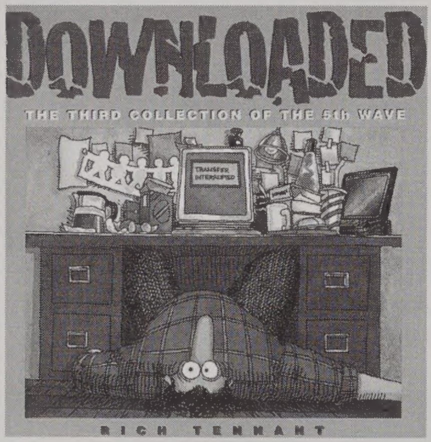
Primary organizers for the food drive were IDG Credit Senior Administrator **Michelle Chase**, Application Developer **Jasmine Sahey** and Trademark Paralegal **Kerri Grenache**.

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Tuesday July 24.

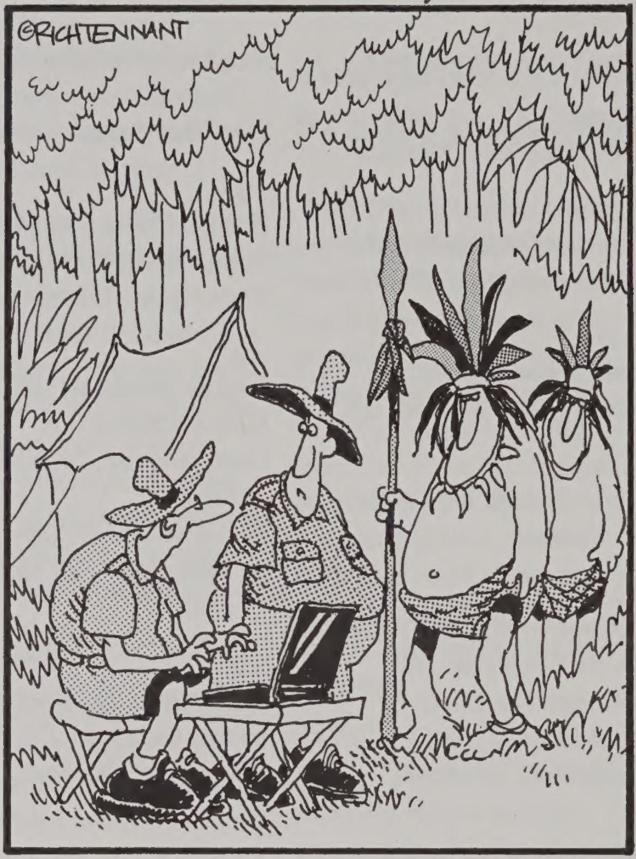
The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Downloaded*. The honorable mention winners will receive *IDG World Update* screen sweeps.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.



The 5th Wave

By Rich Tennant



and finally.

The editors of IDG World Update would like to thank the following people who contributed information and assistance for this week's issue.

Kerri Abdinoor, *IDG Executive Forums*
Leslie Bachand, *IDC*
Alec Brown, *IDG New Zealand*
Susan Cahill, *Computerworld*
Cheryl Crivello, *Network World*
Amy Dalton, *PC World*
Diane Hacker, *PC World*
Vincent Heeringa, *IDG New Zealand*
Martha Heller, *CXO Media*
Tim Horgan, *CXO Media*
Miriam Kutcher, *IDC*
Kimiko Niwa, *IDG Japan*
Sherry Pedrin, *IDG Games Media Group*
Steve Phillips, *IDC*
John Richards, *InfoWorld*
Lynda Rosenthal, *CXO Media*

Enter the 2002 Employee Photo Calendar Contest

Entries are now being accepted for the 18th annual IDG Employee Photo Calendar Contest. The contest is open to all IDG employees worldwide.

Twelve masterpieces will be selected for inclusion in the calendar that is distributed to all IDG employees worldwide at the end of the year. Here are the rules:

1. Submit up to two color or black-and-white prints or 35-mm slides that you have taken of any subject. Digital photos may be submitted only if printed on photographic quality paper. Please, no electronic images.

2. No panorama-width photos will be accepted. Entries will be judged on technical merit, creativity and artistic expression.

3. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photograph(s). Note: Please do not write directly on the back of photos! A business card taped to the back of the photo works well. **Photos will not be returned.**

4. Entries must be received by **Sept. 14**.
Send your entries to: *IDG World Update*, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A.

5. If your photo is selected as a winner, you will be asked to supply a photo of yourself as well as a short description of how you came to take the photo.

6. First, second and third place winners receive $250, $150 and $100, respectively.

7. Questions may be sent to *IDG World Update* at world_update@idg.com.

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IDG collects unprecedented 32 awards at ASBPE 2001 awards

IDG publications dominate print, Web categories at national awards ceremony

Six IDG publications as well as six Web sites pulled down an unprecedented 32 awards at the American Society of Business Publication Editors' (ASBPE) National Awards ceremony held June 21 in Boston.

ROSS MEHAN

These West Coast employees display the regional ASBPE awards that gave them entrée to the national competition. (Front, L-R): ***Peggy Watt****, senior editor, Online News, PC World;* ***Kristine De Nike****, director of product evaluation, Macworld;* ***Jason Snell****, editor, Macworld and Macworld.com. Back row (L-R):* ***Bud McLeod****, executive editor, News, PC World;* ***Denny Arar****, senior editor, News, PC World;* ***Anne McDonald****, senior associate editor, News, PC World;* ***Jessica Davis****, former editor-at-large, InfoWorld and* ***Stephanie Sanborn****, assistant features editor, InfoWorld.*

Computerworld and *PC World* won seven awards each, while *CIO Magazine* and *Network World* were both honored with first place gold medals finishes including "Best Case History" and "Best Feature Article," respectively. *Darwin* captured three gold medals and a silver while *InfoWorld* took home two silver awards for "Regular Column, staff written" and "News Section."

Not to be outdone, IDG's Web properties contributed another 13 awards — more than any other publisher — including "Best Interactive Community," (CIO); "Best Original Web Commentary," (PC World); and "Best Web News Section." (Computerworld).

"This year's 32 awards – especially our breakthrough performance on the Web – rightly honor our deserving and dedicated team of journalists and designers," said IDG President and CEO **Kelly Conlin**. "This confirms IDG's continued commitment to delivering hard-hitting, accurate and insightful technology information that impacts our audiences, both in print and online. We appreciate the ASBPE for recognizing these outstanding accomplishments."

IDG publications were honored by the ASBPE in the

continued on page 5

LinuxWorld Expo/Tokyo springboard for magazine launch

The fifth LinuxWorld Expo/Tokyo was not only bigger and better than its predecessors – and its competition – but it was also the showcase for the debut of IDG Japan's *LinuxWorld* magazine.

A total of 40,405 attendees came to the May 30 – June 1 event to see the latest enterprise, business and consumer uses of Linux in Japan. Numerous new product announcements and alliances centered around the new Itanium-based Linux servers and workstations, and the demonstration of the Linux operating system on Sony's PlayStation2 also attracted large crowds. More than 80 exhibitors participated, including IBM, NEC, Compaq, Hitachi, Fujitsu and HP. Exhibitor demands earlier in the year prompted show organizer IDG Japan to extend the show to three days instead of the usual two. There were also 61 conference sessions.

Given that more major hardware and software companies are getting involved in the Linux market and the number of Linux engineers is growing rapidly, IDG Japan decided the time was right to launch a *LinuxWorld* publication, said Editor-in-chief **Keita Kuramoto**. The new publication will

continued on page 6

CIO Canada writers honored in prestigious national awards

IT World Canada picked up two honors in last month's Kenneth R. Wilson Memorial Awards. *CIO Canada* won first place in the editorial category of "Best Technical Article" for regular contributor **Gerry Blackwell**'s piece. "Hackers Raise the Stakes." Blackwell, who writes under the pen name Tony Martell, explored some of the issues — technical and economic — represented by the activities of hackers. *CIO Canada* also received an honorable mention (top 5) in the editorial category "Best How-to Article" for contributor **Grant Buckler**'s "All Together Now..." The articles may be viewed in *CIO Canada*'s online archives at www.itworldcanada.com/cio.

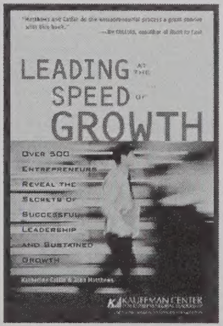
Now in their 47th year, the KRW Awards were created to honor the memory of Kenneth R. Wilson, widely regarded as one of Canada's top business writers at the time of his death in a plane crash in 1952. This year, more than 600 entries were submitted to the competition which is organized by the Canadian Business Press to honor excellence in business and specialty publishing.

IT World Canada, formerly Laurentian Technomedia Inc., is IDG's Toronto-based Canadian publishing partner. In addition to CIO, the company publishes *ComputerWorld Canada* and *Network World Canada.*

Hungry Minds title advises entrepreneurs on growth phases

Beginning this week, IDG World Update will periodically feature Hungry Minds' popular new titles.

Did you ever wonder why so many companies are tanking after high-profile start ups? Find the answer in *Leading At the Speed of Growth* by Katherine Catlin and Jana Matthews ($24.99). The message: behaviors that work for a super-successful entrepreneur can lead to disaster when the company enters a new stage of growth. The same tactics that take them up may take them down.


LEADING AT THE SPEED OF GROWTH
Over 500 Entrepreneurs Reveal the Secrets of Successful Leadership and Sustained Growth
Katherine Catlin & Jana Matthews
Kauffman Center

This book instructs entrepreneurs to anticipate changes in their company's growth and shows them how to constantly reinvent themselves. It also lends insight into the business world for readers who want to understand current market trends.

All IDG employees get a 30% discount on Hungry Minds books. Just call the main customer service number at 1-800-434-3422 (317-572-3000 for callers outside the U.S.) and reference the consumer affiliate IDG corporate discount account #700991.

Macworld U.K. awards draw record-breaking crowd of 420

(L-R) Master of ceremonies and renowned British comic and author ***Stephen Fry****, Macworld Editor-in-Chief* ***Simon Jary*** *and Deputy Editor* ***David Fanning*** *presented the award for Multimedia Software to Adobe Marketing Assistant Rachel Hughes and Adobe Group Business Development Manager U.K. Jonathan Ferman for Premiere 6.0.*

The sixth annual *Macworld U.K.* awards ceremony this month earned superlatives all around from the 420 attendees – a record number – who enjoyed a spectacular night out. "Without a doubt the best awards night I have ever been to," said Adobe U.K.'s press officer.

The awards ceremony honored three Readers' Choice Awards and 16 Editors' Choice Awards. Getting the nod from readers: PowerBook G4 (Best Hardware), Photoshop 6.0.1. (Best Software) and Macwarehouse (Best Dealer).

Rather than have seven or eight sponsors of the event as they had in the past, *Macworld U.K.* staff decided to sell one overall sponsorship. Since they signed Hewlett-Packard last summer, the staff settled a lot of planning details earlier than usual and were able to put more effort into promoting the event – via regular e-mails, Web site promotion and direct mail — beginning late last year. "It all helped to create more of a buzz about the event," said Marketing Manager **Jo Brown**.

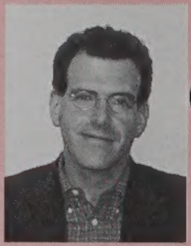
In addition to Brown, other key event organizers were Marketing Assistant **Sam French**, Personnel Manager **Sarah Fenton** and Marketing and Circulation Coordinator **Kelly Crowley**.

Launched in 1989, *Macworld U.K.* has a circulation of 34,659, making it the most popular Mac title in its market.

For a full description of the awards and a list of the runners-up go to www.macworld.co.uk/awards/default.cfm. Contact Jo Brown at jo_brown@idglondon.co.uk.

Correction

Macworld VP of Content and Editor-in-chief **Andy Gore** was inadvertently omitted from *World Update*'s recap of *Technology Marketing*'s 2001 Influencer's Report in last week's issue. Gore was listed as a Top 10 Influencer ("the Mac market expert") in the category of Consumer Computer Magazines.

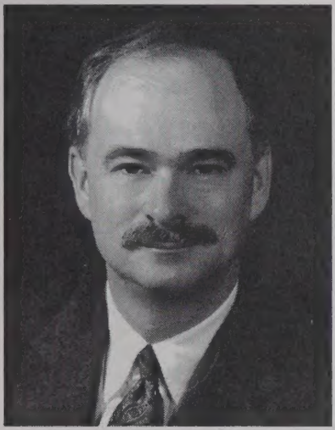


Gore

Q and A executive

David Hill

The president and CEO of IDG International Publishing Services is this week's guest columnist. He may be reached at david_hill@idg.com.



IDG International Publishing Services at-a-glance

Location Boston

Established 1986

Employees 50

Mission To produce high-quality products and services that make the rest of IDG more successful.

IPS divisions IDG News Service (correspondents in 13 countries), IDG Licensing Services, *IDG World Update* (employees in Boston and San Francisco), PC World Latin America and IDG Global Solutions (both based in Miami).

Recent accomplishments Timely and thorough collection of information and graphics for the IDG foldout brochure, redesign of the PC World Latin America Web site (www.pcwla.com), News Service piece on organic light-emitting diodes that scooped CNet and *The Economist*.

Q What are the various areas of business for IDG International Publishing Services?

A IPS today is a broad array of largely service-oriented operations designed to support and enhance the activities of the rest of IDG. These include:

IDG News Service – IDG's 24-hour IT news and graphics wire service that supports publications and Web sites worldwide with 19 bureaus in 13 countries, plus contributions from dozens of IDG publications around the world.

IDG Licensing Services – The division that licenses IDG titles and content worldwide and provides support services to licensees in 50 countries.

IDG World Update – What you hold in your hands! IDG's weekly employee newsletter both in print and on the Web. *Update* seeks to spread the word about know-how and best practices, tell the stories of IDG people and foster a sense of community among the far-flung IDG offices around the world.

PC World Latin America – This Miami-based operation provides editorial content in Spanish to the family of *PC World* magazines in Latin America and handles advertising sales from North America into all IDG titles in Latin America.

Special Support Services – The IPS staff handles a host of other IDG projects on a one-time or an ongoing basis. For instance, IPS staff maintain and update the IDG Online Directory; gathered all the data this year for the IDG foldout brochure; run the annual IDG photo calendar contest and produce that calendar; compile the annual printed IDG directory; help plan and produce some product line meetings; and help with a host of other projects that involve working with the entire IDG family worldwide.

Q IPS recently took on some added Latin American ad sales responsibility. Can you explain?

A What we did was listen to our customers. Our colleagues in Latin America have been asking for years for dedicated advertising representation in Miami, and that is what they now have. With the reorganization of IGS in the U.S., all responsibility for sales from North America into IDG products in Latin America moved to our Miami office. Under the guidance of **Trino Ramos**, a reinforced team in Miami now produces the common editorial in Spanish for the *PC Worlds* in the region and sells all advertising for *PC World*, *Computerworld* and other products.

Ney Kruel, for many years manager of IDG Brazil, is now responsible for *Computerworld* sales into Latin America. Ney decided to move with his family to the U.S. last year, and now we will tap his 20 years of Latin American market experience to grow the sales of pages into the *Computerworld* product line. **Walter Mastrapa**, who over the last two years has rebuilt sales into the *PC World* product line, continues as sales champion for *PC World* in the region. In recent weeks they have been developing a joint sales presentation that for the first time positions *PC World* and *Computerworld* as complementary buys. They will also work closely with the IGS U.S. sales team to represent Latin America in presentation s to the large international customers based in the U.S.

Many of the Latin America markets have suffered from recent severe economic downturns, but downturns are also times of great opportunity. *PC World* now dominates the PC monthly category throughout Latin America. *Computerworld* is the only title published throughout the region serving its unique readership. The new team in Miami is positioned to leverage these strengths as the markets improve.

Q Why does IDG produce publications itself in some markets and license with partners in others?

A IDG's goal has always been to provide global solutions for our customers. In the early years IDG launched subsidiaries anywhere it chose to do business. But we came to realize that in smaller countries or places where there is a steep learning curve to understand the local market, it makes more sense to team with a local entrepreneur. A savvy local team with local contacts and an intimate understanding of the market combined with IDG's global resources in editorial, sales, publishing know-how and globally recognized trademarks has proven unbeatable. The local entrepreneur who has invested his money keeps a close eye on the business, IDG receives a royalty instead of profits, and everyone prospers.

Q How do you identify licensing partners?

A The selection of business partners in any line of work is equal parts research, experience and "gut feel." We look for a company whose culture matches IDG – entrepreneurial, lean, eager, knowledgeable about the local market, customer focused. Do they know the major IT players? Can they do a lot with few resources? Are they financially sound? Do they understand the IT business? But at least as important is the personal aspect. Do you like these people? Do you trust them? Are they really enthusiastic? Are they fun to work with? Are they thinking long term? Do you believe in your heart that they will be successful marrying the IDG resources to their local expertise? If so, sign them up!

IDC's Storage Forum growth reflect industry boom

Event expands to two days, sponsor revenue quadruples, Europe is next

From small meetings do large conferences sometimes grow. IDC's annual Storage Forum began life seven years ago as a breakfast meeting, became a day-long conference and is now a two-day forum, the most recent of which was held May 23-24 in San Jose, Calif., and drew 327 attendees from component suppliers to venture capital firms.

From high-end graphics to multimedia, the demand for digital content is exploding, resulting in a marked increase in storage requirements for a variety of storage solutions. According to **John McArthur**, IDC vice president, Worldwide Storage Research, the Storage Forum gives IT storage professionals a venue in which to discuss and dissect their daily challenges. "This forum is an opportunity for attendees to learn about critical issues and trends facing the storage industry, while speakers and IDC analysts explore best-practices options and solutions on a variety of storage-related topics, such as network-attached storage, storage software and appliance servers," McArthur said.

IDC lengthened the event from one day to two this year due to client interest in the subject matter. **Dana Basilone**, senior marketing manager of IDC's U.S. Conference Group, said, "On last year's evaluations, attendees asked that we cover more technologies and topics. A two-day event allowed us to do this in addition to including more panel discussions, scheduling more informal networking-with-the-analyst time, and offering more value to the sponsors, as it gave them extra time with attendees."

IDC analysts predict the Storage Disks Systems market alone will reach $53 billion in 2004, a 12% compound annual growth rate from 2000-2004.

Lead sponsors included Cisco Systems, Inc. and Storability, each of which provided an industry keynote address. Other sponsors ranged from Adaptec and Motorola to Compaq Enterprise Storage Group to Sun Microsystems, Inc. *Computerworld* was among the forum's media partners.

Basilone called the Storage Forum a success in terms of both value to the attendees and net profit generated. "It will likely turn out to be our most profitable U.S. single event to date," she said.

"It was the best storage conference I've been to," said Quantum/ATL Products Marketing Manager Mark O'Malley. "It's good to have IDC analysts' perspectives and not too much company propaganda."

META HAASE

Among those involved in the planning of the IDC Storage Forum were (l-r): ***Elisa van Dam****, vice president, U.S. Conference Group;* ***Crawford DelPrete****, group vice president, Hardware; and* ***John McArthur****, vice president, Worldwide Storage Research.*

The conference was organized by the seven members of the U.S. Conference Group and 15 of IDC's top analysts, (representing Hardware, Communications, Software and Services), led by McArthur. Sales Representative **Noreen Murphy** and Sales Manager **Laura Milewski** sold sponsorships and doubled the number of sponsors, increasing sponsor revenue fourfold from the previous year's event.

Basilone said that while the financial and media benefits this conference brings to IDC are important, "more importantly we continue to bring value to our clients through providing an event like the Storage Forum. The success of this event establishes IDC as a leading research company in the storage industry."

StorageVision, a version of the Storage Forum tailored for the European audience, will be held Oct. 23 in Frankfurt, Germany. The next Storage Forum will be May 14-15, 2002 at the San Jose (Calif.) Fairmont Hotel.

For more information go to www.idc.com/events/svf01 or contact **Dana Basilone** at dbasilone@idc.com. WU

Classified ads on IDG World Update Online

The Marketplace section of IDG World Update Online (www.idgworldupdate.com) has added several new For Sale listings, include cars, a canoe and baby furniture. Check them out or post your own ads. Any employee worldwide can participate!

Coming up

Macworld Conference & Expo
July 17-20
Jacob K. Javits Convention Center
New York
www.macworldexpo.com

Internet Summit
July 22-25
Four Seasons Aviara Resort
Carlsbad, Calif.
www.thestandard.com/events/calendar

LinuxWorld Conference & Expo
An IDG World Expo Asia event
July 25-27
Beijing International Convention Centre
Beijing
www.linuxworldchina.com

IDC's Enterprise ServerVision
Aug. 1
Ritz-Carlton
Half Moon Bay, Calif.
http://www.idc.com/Events/esv01/default.htm

CIO 100 Symposium & Awards Ceremony
Aug. 12-14
Del Coronado Hotel
San Diego, Calif.
www.cio.com/conferences

IDG U.S. Sales Meeting
Aug. 15-19
Del Coronado Hotel
San Diego, Calif.
Contact: **Marion Kibbee**
marion_kibbee@idg.com

Vietnam Computerworld Expo
Aug. 16-19
Ho Chi Minh City, Vietnam
www.idgvietnam.com
Contact: **Tam Le**
tam_le@idgvietnam.com

IDG

Week of July 2, 2000

Editor in Chief/VP of Content (MAC)

To develop the overall content of editorial products of Mac Publishing and act as spokesperson/representative of the publication and web sites. Develop content strategy in light of market conditions, including the recommendation and deployment of new products or modification of existing products. Responsible for overall management of the editorial staff, web site and magazine design. *Location: San Francisco*
Contact: S. Murphy, Email: **sue_murphy@idg.com**

Event Sales Manager (NWI)

The NWI Seminar and Events group is looking for a dynamic sales person to join our sales team.
We are seeking a seasoned, highly motivated sales person with a proven track record as a consistent top performer. Qualified candidates must have a minimum of 3 years direct sales experience with territory and revenue responsibility. Prior experience in advertising and event sales a plus. Proven experience developing a territory and maintaining strong client relationships required. Our sales approach is consultative which requires strong communication, presentation and negotiation skills as well as the ability to collaborate with sales colleagues and be a team player. Position requires travel. Position may be located in Massachusetts or California. *Location: San Mateo CA and Southboro MA*
Contact: Email: **hotjobs@nww.com**

Regional Sales Manager (GMG)

GamePro, the leading multiplatform gaming magazine & 4th largest male teen magazine in America, seeks a Regional Sales Manager to run the activities for all print media properties of the GamePro brand. Responsibilities include increasing sales of a multi-million dollar territory, developing effective sales presentations & support tools, as well as creating advertiser promotions. Candidate must have exceptional communications skills, both oral & written. Must have extensive print media sales, be able to manage multiple tasks, & have superior presentation capabilities. Knowledge of the magazine publishing, video & computer games industry, or male teen-focused consumer products is highly desirable. *Location: New York NY*
Contact: S. Brown, Email: **susan_brown@idg.com**

Corporate Communications Specialist (CSC)

IDG is seeking a Corporate Communications Specialist to join the Corporate Communications department in Boston, MA. Responsibilities will include developing media relations and producing the majority of the department's writing projects, including press releases, marketing collateral and Web site content. The Specialist will manage public relations efforts for one of IDG's business units as well as supporting and contributing to PR campaigns surrounding IDG's Corporate initiatives in top-tier media. Candidates need 2-3 years experience, preferably in a business, corporate or PR agency setting. Bachelor's degree, strong writing and communications skills required; familiarity with publishing and advertising industries a plus. The position requires a creative, detail-oriented and self-motivated team player who is able to interact professionally with high-level company executives, work autonomously and manage multiple tasks under tight deadlines.
Location: Boston MA
Contact: C. Cotter, Email: **cydney_cotter@idg.com**

Go to http://careers.idg.com to view al current job opportunities at IDG

ASBPE Awards

continued from page 1

following categories:

National Awards (80,000-plus circulation)
- First Place (Gold), Case History: *CIO Magazine*, "Money Pit"
- First Place (Gold), Feature Article: *Network World*, "The Omega Files"
- First Place (Gold), News Section: *PC World*, "Top of the News"
- First Place (Gold), Regular Column, Contributed: *Computerworld*, "A Strategy for the Right Service Levels" (October 2, 2000); "Who Gets the Risk? Who Ducks It?" (June 26, 2000)
- First Place (Gold), Regular Column, Staff Written: *Computerworld*, "Bricks and Clicks"
- First Place (Gold), Single News Article: *Network World*, "Web Atttachers Run Roughshod"
- First Place (Gold), Contents Page or Pages: *Darwin*, August/Sept. 2000
- First Place (Gold), Front Cover News Tabloid: *Computerworld*, June 12, 2000
- First Place (Gold), New Publication Design: *Darwin*, June/July 2000
- First Place (Gold), Overall Typography: *Darwin*, June/July 2000

- Second Place (Silver), Feature Series: *Computerworld*, "100 Best Places to Work in IT"
- Second Place (Silver), Government Coverage: *CIO*, Oct. 15 and Nov. 15, 2000
- Second Place (Silver), How To Article: *PC World*, "Destination Windows 2000"
- Second Place (Silver), New Publication: *Darwin*, June/July 2000
- Second Place (Silver), News Section: *InfoWorld*, May 1, 2000
- Second Place (Silver), Regular Column, Staff Written: *InfoWorld*, "Net Prophet"
- Second Place (Silver), Technical Article: *PC World*, "The Paper Chase"

- Third Place (Bronze), Government Coverage: *Computerworld*, June 5 and June 12, 2000
- Third Place (Bronze), Special Supplement: *Computerworld*, "Emerging Companies 2001"

Web honors

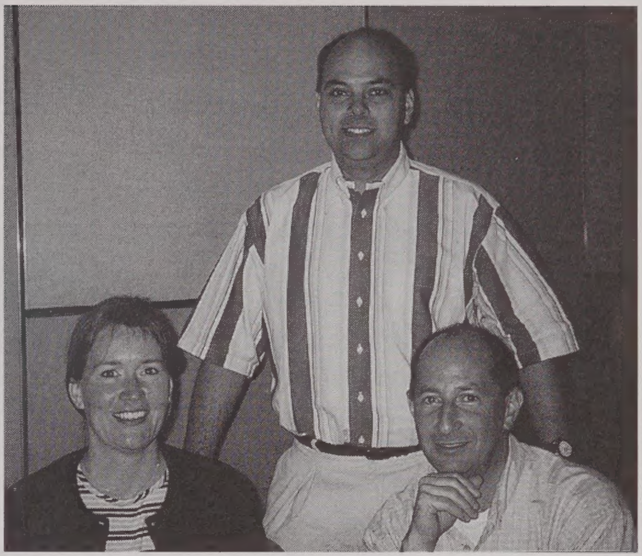
IDG Web sites were honored by the ASBPE in the following categories:
- First Place (Gold), Interactive Community: CIO, www.cio.com/CIO/expert
- First Place (Gold), Original Web Commentary: PC World, www.pcworld.com
- First Place (Gold), Original Web Feature: PC World, www.pcworld.com
- First Place (Gold), Original Web News Section: Computerworld, www.computerworld.com

- Second Place (Silver), Interactive Community: ITworld.com, http://forums.itworld.com
- Second Place (Silver), Original Web Commentary: Linux World, www.linuxworld.com/linuxworld/1w-2000-04/1w-04-vcontrol_1.html
- Second Place (Silver), Original Web Feature: PC World, www.pcworld.com
- Second Place (Silver), Original Web News Section: PC World, www.pcworld.com/news
- Second Place (Silver), Overall Web Publication: Network World, www.nwfusion.com

- Third Place (Bronze), Interactive Community: Network Word, www.nwfusion.com/forum
- Third Place (Bronze), New Web Publication: ITworld.com, www.ITworld.com
- Third Place (Bronze), Original Web News Section: Network World, www.nwfusion.com/news/netflash.html
- Third Place (Bronze), Overall Web Publication: CIO, www.cio.com

Founded in 1964, the ASBPE is the professional association for full-time and freelance editors and writers employed in the business, trade and specialty press. The ASBPE National Awards honor a commitment to excellence by trade publication editors and graphic designers. Earlier in June, IDG publications were honored regionally at Eastern and Western awards ceremonies.

The complete list of winners is available on the ASPBE Web site at www.asbpe.org.



IDG WORLD UPDATE

Director of Online Development ***Hillary Freeley****, Software Engineer* ***Tom Kroon*** *and Director of Business Development* ***Charley Spektor*** *are just some of the many Network World employees who contributed to the award-winning Network World Fusion site.*

Webby Awards tickets for sale

What do Tony Award-winning actor Alan Cumming, environmental activist Julia Butterfly-Hill and news correspondent Sam Donaldson have in common? They're all participating in the fifth annual Webby Awards on July 18 at San Francisco's War Memorial Opera House.

If you want to see the event that's billed as "the Oscars of the Internet," — complete with the Webby's trademark five-word acceptance speeches — here's how to purchase tickets:

Go to https://secure1.regsvc.com/webbyawards/login.asp and click on "invited to purchase." Use the passcode csvop2090. Or, call 1-888-387-2032 and use the passcode csvop2090. Ticket prices are $90 to $175.

For more information go to www.webbyawards.com.

noteworthy people

Aarons

New employees

Ann DeCenzo joins IDC Framingham's Services team as a client services representative. She spent the previous 14 years with Avery Dennison, ending her tenure as a senior customer service representative to the firm's large accounts. She earned a business certificate from Burdett Business School in Boston and in the little spare time her six-year-old daughter affords her she likes to exercise.

Returning employees

Most recently director of Northeast business development for Elateral, **Chip Zaborowski** has returned to IDG Global Solutions (IGS) in Framingham, Mass. as director of strategic accounts, focusing on Computer Associates. Chip originally joined IDG in 1989, working with IDG List Services and then Computer-world before moving on to IGS' predecessor, IDG Marketing Services.

Transfers

Bonnie Aarons, director, Industry Consulting, with IDC West in Mountain View, Calif., transfers to the position of director, Enterprise Consulting Sales, where she will be responsible for managing and growing the Hewlett-Packard, Agilent, Cisco, Gateway, GEA West, Intel and Microsoft accounts.

Previously an account executive with IDC West's Services Install CIS group **Tracy Kelly** now holds the same title with the Industry Consulting Group, also in Mountain View, Calif. She will work on many West Coast installed base accounts, including such as Oracle, Peoplesoft, Sybase, Quantum and SBC.

Business units worldwide are encouraged to contribute to this section. Send details to world_update@idg.com. A Noteworthy form may also be downloaded from the "Contact us" listing at www.idgworldupdate.com.

LinuxWorld Expo

continued from page 1

MARTYN WILLIAMS

LinuxWorld Japan's first issue had prominent visibility at Laox, a major computer retailer in Akihabara, Tokyo's electronics district.

Representatives of IDG Japan's ad sales staff at the LinuxWorld Japan event. (L-R): ***Shigeru Nakabayashi**, **Motohiro Miura**, IDG Japan President & CEO **Setsuro Tamai**, Ad Sales Manager **Yuichi Tsujimura**, Manager, Newsstand Sales & Circulation **Kei Hiraide**; **Yuji Nishigouri** and **Hiroki Tanaka.***

focus on Linux server systems, targeting system engineers who are in charge of those servers. The three other Linux magazines in the market appeal to a broader base that includes desktop users and programmers.

The monthly *LinuxWorld Japan* will have a circulation of about 60,000 in a mix of controlled and paid circulation, including newsstand sales. In addition to Kuramoto, key staff include Publisher **Yoshitomo Fukuda**, Executive Advisor/Editorial **Shohei Nishida.** *JavaWorld* Editor-in-chief **Naoyuki Sakai** and Deputy Editor **Ryuta Nasukawa** assisted with the launch issue.

Kuramoto expects virtually all of LinuxWorld Japan's content to be local, though he may use interviews with major industry players if they appear on *LinuxWorld* U.S., an online publication (www.linuxworld.com) produced by IDG.net. The only other print Linux title in the IDG stable is in Sweden, where the quarterly Linuxworld has a circulation of 23,000 and is distributed with *Natverk & Kommunication*.

IDG Japan's Linux events are held twice a year. Next up, at a date and venue to be determined, is a conference-based program that will also include a small demonstration area.

For more details contact IDG Japan Manager of Public Relations and Corporate Marketing **Kimiko Niwa** at kniwa@idg.co.jp.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18

Seppi Heber *IDG Australia*

16

Francisco Zabala *IDG Spain*

15

Corinne Schmidt *IDG Switzerland*
Helmut Sedlmeier *IDG Germany*

13

Harald Brechtl *IDG Germany*
Michelle Wong *Computerworld Singapore*

12

Jan-Bernd Meyer *IDG Germany*
Hans-Albrecht Simon *IDG Germany*

11

Torben Bjørn Sørensen *IDG Denmark*
Petra Hermann *IDG Germany*

10

Jaroslav Hrouda *IDG Czech*
Enrico Lotti *IDG Italy*
Ornella Fusina *IDG Italy*
Angelique Förster *IDG Germany*
Maria Dolores Rubio *IDG Spain*

8

Maud Sarde *IDG Denmark*
Silvia Friedel *IDG Germany*

7

Tom Winter *IDG U.K.*
Britta Tüttenberg *IDG Germany*
Marlene Silla *IDG Germany*

6

Marie Vildova *IDG Czech*
Sabine Ranft *IDG Germany*

5

Emma Northam *PC Advisor*
Martin Seiler *IDG Germany*
Hans Ludwig *IDG Germany*

4

Rebecca Randell *Network World*
Torben Simonsen *IDG Denmark*
Shannon Wolf *IDG Global Communications*
Sandra Strohmeier *IDG Germany*
Holger Seiffert *IDG Germany*
Michael Schnelle *IDG Germany*
Jill Lim *IDC Singapore*
Terina Scott *IDC Singapore*

3

Dean Payn *Macworld*
Jo Brown *Macworld U.K.*
Becci Leach *PC Advisor*
Andreas Fischer *IDG Germany*
Alexander Freimark *IDG Germany*
Sabine Wittmann *IDG Germany*
Michael Andress *IDG Germany*
Alessandro de Bochdanovits *IDG Germany*
Andreas Kroschel *IDG Germany*
Ariane Krensing *IDG Germany*
Renate Rachlé *IDG Germany*
Eva-Maria Behrendt *IDG Germany*
Phil Odgers *IDC U.K.*
Natalie Taylor *IDC U.K.*
Keita Kuramoto *IDG Japan*
Maurício Fogaça *IDG Brazil*
Eliete Verissimo *IDG Brazil*
Traci Keller *InfoWorld*

2

Jim Birch *Macworld U.K.*
Linda Hwang *IDG Communications*
Elena Re Garbagnati *IDG Italy*
Sandra Pomalo *IDG Germany*
Reinhard Baum *IDG Germany*
Nico Ernst *IDG Germany*
Frank Klinkenberg-Haas *IDG Germany*
Ariane Afrough *IDC U.K.*
Raymond Quan *IDC Canada*
Karina Gentile *IDG Brazil*
Márcio Ailton *IDG Brazil*
Stan Koeleman *IDC Benelux*

1

Grant Turner *Network World*
Jan Vachal *IDG Czech*
Jacob Hoffmann-Petersen *IDG Denmark*
Vanessa Day *PC Advisor*
Alison Dewar *IDG U.K.*
Ben Warwick *IDG Australia*
James Klepper *IDG*
Nadine Andres *IDG Switzerland*
Patricia Faller *IDG Switzerland*
Christian Merkel *IDG Germany*
Martin Behringer *IDG Germany*
Ines Walke-Chomjakov *IDG Germany*
Monika Zachacker *IDG Germany*
Jason Armitage *IDC U.K.*
Jill Finger *IDC U.K.*
Nicky Walton *IDC U.K.*
Suri Jumat *Computerworld Singapore*
Marcelo Danil *IDG Brazil*
André Faleiro *IDG Brazil*
Marcelo Striuli Quintãs *IDC Brazil*
Rita Michlits *IDG Austria*
Milina Kisielowski *IDG Austria*
Loretta Prencipe *InfoWorld*
Kourosh Ghassemi *IDC Australia*
Yuki Nanba *IDC Japan*
Masaki Kato *IDC Japan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

What's your idea of a 5-minute vacation?

Now that vacation season is finally here (well, at least for those employees in the northern hemisphere; you folks to the south will have your turn soon enough!) *IDG World Update* is sponsoring the following contest. We've been inspired by Frommers.com, a division of Hungry Minds, Inc., that has been nominated for a Webby Award in the Best Travel Web site category. One section of the Frommers site is a contest in conjunction with Almond Joy candy bars ("a five-minute vacation for your mouth and mind").

What do you do to take a short break during the stress of the work day? Do you take a quick walk around the block? Imagine yourself on a pink sand beach in Bermuda? Stretch with some desk-side yoga? Where does your mind take you when you need to get away? What do you think about?

Inspire us with your version of a "5-minute vacation" in 150 words or less. We will print the best ones in an upcoming issue of *IDG World Update* and send a t-shirt to the "travelers." One winner will be selected in a random drawing to receive an IDG beach bag filled with summer goodies. Send your ideas by July 16 to world_update@idg.com and include your name and mailing address.

Vote Frommers.com!

Frommers.com, a division of Hungry Minds, Inc., has been nominated for a Webby Award in the Best Travel Web site category. As a nominee, Frommers.com is also eligible to win a People's Voice Award, and your vote could help them win! Voting is open to the public through July 4 at www.webbyawards.com, where you can cast your ballots for any of the 135 nominated sites in 27 categories.

celebrating 10!

Name
Luisa Bordoni

Home
Milan, Italy

Joined IDC
Feb. 1, 1988 as a Research Analyst.

Career path
Held several research positions at IDC Italy until I was promoted to Research Manager, IT Markets and moved to London for five years. Now responsible for vertical markets, developing a more than $3 million business with a strong research team in Europe and the U.S.

Current title
VP Vertical Markets Research. I spend my time providing the answer to the question "Who buys technology?", studying drivers and inhibitors of IT spending in industry sectors, forecasting the hottest trends in enterprise investment patterns.

Most challenging part of your job
Coping with increasingly demanding customers.

Best part of your job
Getting to know very interesting people, cultures and experiences across the world.

Moment at work I'll never forget
The first time I called IDC U.K. I could not understand the person who answered and got scared I would never be able to communicate outside of Italy.

I joined IDC because
I was looking for statistics on PC shipments for my university graduation thesis. I was told IDC had the numbers I was looking for. While looking into IDC research I was attracted by its scope and leading-edge contents. I accepted the offer of a part-time job (I wrote my first IDC piece then) while still preparing my thesis, and joined full time as a research analyst after graduating.

What's kept you at IDC for 10 years?
The opportunity to grow professionally through different positions and in different markets, learning continuously new practices and exploring new worlds and cultures.

Best way someone could compliment you on your work
A customer saying that our hunch was useful.

Best piece of advice you've ever received?
Smiling keeps you young.

Interests outside the office
Old books, politics, French and English literature.

*IDG Chairman **Pat McGovern** escorts IDC 's **Luisa Bordoni** to dinner at Boston's Four Seasons Hotel in honor of her decade of service to IDC.*

Most rewarding moment at work?
Seeing European Commissioner Romano Prodi quoting our forecasts on IT market growth at the Commission's conference on eBusiness and the European economy last February, as a reference for his views on the next developments in Europe.

Of what accomplishment at work are you most proud?
Having built a truly global team of vertical market analysts in Europe and the U.S., sharing expertise and learning to work together, making the most of our rich and multicultural backgrounds.

What talent do you wish you had that you don't have?
Cooking

Favorite vacation spot?
Positano (Italy)

Manager's profile
"I can think of a number of adjectives to describe Luisa, including bright, animated, warm, indefatigable, hard-working, loyal, analytical, intense, innovative and Italian. But the word that keeps popping up in my mind the most is 'quality.' Whether it's a presentation to a client, a response to a query, a sales call or an internal business plan, Luisa's approach is — always — thorough, comprehensive and to the highest standards. This focus on quality has earned her respect and recognition from her clients, brought profits to IDC and set a tone of integrity for her transatlantic team. It also extends to her commitments outside her life at work — which means that Luisa also knows how to have fun. She is a quintessential IDCer."

— John Gantz, senior executive VP, research, IDC

and finally.

The editors of *IDG World Update* would like to thank the following people who contributed information and assistance for this week's issue.

MaryJane Baker, *Hungry Minds*
Dana Basilone, *IDC*
Sharon Cordesse, *Macworld*
Meta Haase, *IDC*
Sarah Hansen, *IDG*
Kimiko Niwa, *IDG Japan*
John Pickett, *IT World Canada*
Erica Ribeiro, *IDG Global Solutions*
Holly Rosen, *Hungry Minds*
Tiffany Shlain, *Webby Awards*
Martyn Williams, *IDG News Service (Tokyo)*

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees.

The staff can be reached at 3 Post Office Square, 4th floor, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on at www.idgworldupdate.com.

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Bob Pinchin succeeds Martin Taylor at IDG New Zealand

Bob Pinchin, formerly publisher of IDG New Zealand's six technology titles, has been named managing director of IDG New Zealand. Pinchin succeeds Managing Director **Martin Taylor** who is leaving to pursue private investment opportunities.

***Bob Pinchin** (left) will assume the top spot at IDG New Zealand while **Martin Taylor**, who began his IDG career 14 years ago as an unpublished rookie journalist at Computerworld New Zealand, will leave the company to pursue private investment opportunities.*

ANTHONY DOESBURG

Taylor is handing over the reins after 14 years with the company, 13 as its managing director. He has taken IDG New Zealand from a 10-employee, one-publication start-up to its current position as one of the country's largest magazine publishers. The company today has nearly 100 employees and a comprehensive portfolio of technology-oriented offerings including magazines, Web sites, conferences, exhibitions and research. Taylor helped develop IDG New Zealand's online business and supported its regional online network by overseeing the Asia Pacific division of IDG's Global Web Support Center.

Pinchin, who has been with the company for 11 years, also played a key role in the growth of IDG New Zealand, having served in various sales and general management positions over the years.

"I am looking forward to building on our successful foundation with a strong team to support me and a portfolio of products that are leading their

continued on page 6

IDG Global Media Institute explores full range of IDG activities

Former IDG Publishing Institute examines company's role in publishing, online, events, research

For 13 years, the content of IDG's Publishing Institute has evolved to reflect the growth and change of IDG's global business. As the name implied, the program was conceived with a heavy emphasis on the company's print publishing activities. Over the years, as the nature of IDG's business evolved, the agenda was broadened, but the name remained. Until this spring when the IDG Publishing Institute was reborn as the IDG Global Media Institute.

> *"For me, the program was a real education in how top executives at IDG analyze their business environment and how they deal with the need for change in a down market. The key was that the presenters were very open; they did not shirk from discussing mistakes and analyzing difficulties."*
>
> *— Marc Ferranti, IDG News Service*

"To say the debut of the program under this new title was a success would be an understatement," said **Laurie Parsons**, IDG corporate training and development specialist. To illustrate her point, Parsons explained that participants are asked on the final morning to sum up their experience of the program in one word. Among the words offered: "Enlightening," "spectacular," "insightful," "collaborating," "honest," "inspiring," "invigorating," "energizing," "thought-provoking."

Held at Boston's Le Meridien Hotel, the five-day Global Media Institute aimed to ensure that participants develop a deeper awareness of the strategic issues and leadership challenges facing IDG; more sensitivity to the importance of IDG's culture; stronger professional relationships with their peers; and more finely honed management and

continued on page 4

IDG List Services seeks ways to boost sales in tough economy

IDG List Services' account executives held their first strategic offsite meeting last month to brainstorm ideas on how to face the challenges in a down economy and continue to funnel a steady stream of much-needed revenue back to their business unit clients.

IDG List Services' account executives and presenters (back, l-r): **Kathy Bird, Amy McCabe, Steve Tozeski, Christine Cahill, Robyn Small, Andrew Sambrook** (presenter) and John Moon (presenter). (Front, l-r): **Paul Capone, Elli Greenberg,** IDG List Services President **Deb Goldstein** and **Rich Green.**

List rental offers business units the highest profit margins of all media including ad sales, events and online products noted IDG List Services President **Deb Goldstein**. Currently the group manages an all-time high of 85 lists – both e-mail and postal – and works with every IDG business unit in the U.S. except for *GamePro* and IDC. The lists comprise mainly IDG publication subscribers but also include attendees from events, including those of IDG World Expo. Anywhere from 60% to 75% of List Services revenue goes back to the business unit customers.

"If we can find ways to better use our sales tools, cross-sell, upsell and offer better service, then ultimately there's more revenue going back to the business units," Goldstein said.

As a result, the four postal and four e-mail account execs spent an afternoon learning about the day-to-day challenges of each other's group and how they can work better as a team. If a list-rental customer calls for a count on a postal list, for example, the account executive should also provide information about the e-mail list as well. "If we can get the customer to consider an integrated approach, we'll make more money," Goldstein said.

To that end, the team reviewed how to better use the Web site (www.idglist.com) that shows the various demographic breakdowns of all the IDG lists. Clients can view the site to see what's available, but the site is used primarily by the staff. "There are ways we can be more creative about proposing list combinations to match a mailer's goal with what we have available," Goldstein said.

The group also discussed how it is particularly important, even in a down market, to solidify relationships with clients – such as by writing more personal notes to them. When the economy picks up and the pace gets busier those stronger relationship are more likely to point more business to IDG List Services. At the same time, this is a good time to find ways to improve customer service and have those mechanisms in place with the economy picks up.

Director of Brokerage Services **Andrew Sambrook** also gave a presentation to the account execs about his side of the business. List brokers account for 80% of IDG List Services business, and given that he is essentially a customer of the account execs, it's essential for them to understand how he works and what he needs from them. Part of his presentation, for example, involved demonstrating how a mailer formulates his goal (selling more of his product or attracting attendees to a show, for example), creates a mailing strategy, carries it out and then looks at the results or return on investment.

An outside presenter, John Moon of Hearthstone Coaching, talked about ways account execs can be more motivated and inspired to reach both personal and professional goals.

While the account execs were off strategizing, the seven members of the support staff were holding the fort back at the office and received Amazon.com gift certificates as a thank-you for their efforts. "Being a centralized business unit in a decentralized company, teamwork is everything," Goldstein said. "If we work to improve teamwork, we work to improve our sales."

For more information contact Deb Goldstein at deb_goldstein@idg.com.

Terms of the trade

IDG List Services President **Deb Goldstein** defines some common terms as they apply to her group.

Postal list Names, titles and addresses of the subscribers to paid or controlled circulation IDG publications.

E-mail list Either a subset of the publication's circulation or people who have registered on a site or have subscribed to one of the electronic newsletters offered by an IDG publication. In all cases, the people on these lists have given permission to receive third-party e-mail.

List manager The person who represents the list owner.

Account executives The sales people who work on the list management side of the business. They advise and consult with the broker or mailer on deciding which lists and selects will best meet the target need of the mailing. They facilitate the production of getting the order delivered on time. They also make outbound sales calls, work with the publication's salespeople and attend trade shows to obtain leads. It is their responsibility to understand the revenue goals of their respective accounts and balance their work to achieve these goals.

List broker The person who represents the mailer. List brokers put together research from all the lists available on the market to meet a mailer's target. They then order the lists from the list manager and make sure they all get to their destination on time.

executive Q and A

Colin Crawford

The president and CEO of Mac Publishing LLC is this week's columnist. He may be reached at ccrawford@macworld.com.

Mac Publishing at-a-glance

Year launched 1984

Partnership with ZD formed 1997

Ownership structure Mac Publishing LLC is a 50:50 joint venture between IDG and Ziff Davis Media Inc. The board comprises IDG VP/Finance **Jim Ghirardi** and IDG VP/Business Operations and Legal Affairs **Kevin Krull** and Jim Dunning (chairman) and Tom McGrade (COO) from ZD. Advisors from both companies help plan long-term strategy.

Location San Francisco

Number of employees 65

Web sites macworld.com, maccentral.com, macworldpricefinder.com and macworldclassifieds.com

Q Where is Apple headed these days?

A Apple continues its history of innovation and early adoption of technologies such as wireless, Firewire, DVD. Recognizing the growing importance of the mobile market, Apple has introduced best-of-breed professional and consumer notebooks. Sales of these products have really helped Apple during the current high-tech slowdown. At Macworld Expo in New York (July 17-20) Apple is expected to introduce an LCD flat-panel replacement to its incredibly successful iMac. I also expect to see new high-end professional systems launched at this event or shortly thereafter. At the consumer end of the market, Apple is focusing on a digital hub strategy positioning computers as an easy way to connect and interact with electronic peripherals such as cameras, PDAs, MP3 players, etc. Apple¹s hardware is supported by innovative, easy-to-use consumer applications such as iMovie, iTunes and iDVD.

Low-cost desktops (original iMacs) and iBooks (all wireless enabled) will play a pivotal role in Apple's education strategy. The new iMacs will cover the technically savvy affluent "prosumer" customer, and Apple will retain its strength in the creative professional market with a new generation of high-end desktops.

The most exciting development for the Mac market is the transition from Mac OS 9 to Mac OS X. This new operating system, with its Unix foundation, gives Apple an opportunity to take this OS to Java, Unix and Linux communities and to attract those developers to the Mac platform. By the end of 2001, Apple will be the largest supplier of desktop Unix systems as all its CPUs come with Mac OS X preloaded. With the correct partners, Apple could have a real opportunity in the enterprise space.

Q How is Apple doing internationally?

A About 45% of Apple's sales are international. Europe, with the key markets of France, Germany and the U.K. (but with significant contributions from Sweden, Netherlands, Spain and Italy) accounts for 25%. Japan is 15% and the rest of Asia 5%. Apple uses the platforms of Apple Expo Paris (Sept. 26-30, 2001) and Macworld Tokyo to launch new products to the international markets.

Q What would it take for Apple to break out and become a manufacturer of business machines that would be considered seriously by large companies?

A The vast majority of people in large companies use Microsoft Office products, Internet Explorer and Outlook. Those products are available on PCs as well as on Macs. (Outlook and Exchange from the summer of 2001). However, I don't think Apple can crack the large business/enterprise market by itself. It needs partners such as IBM on the server side and Oracle on the applications side. Oracle has recently announced it will develop Oracle 9i connectivity software for Mac OS X client. This will help Apple to be taken more seriously within large business. Mac OS X offers Apple a real opportunity to break into the enterprise market, but it won't happen overnight.

Q The Mac has an intensely loyal following, but IS people have never seemed to like them. Why?

A Lack of interoperability with key software applications, different communication and networking standards turned IS off Apple in the past. Additionally, the company's financial uncertainty and many shifts in direction caused uncertainty with the IS community. Many of these issues have been addressed or will be addressed with Mac OS X, so the opportunity is there for Apple going forward. The increasing number of Java, Unix and Linux developers looking to build applications for Mac OS X will result in Apple getting more consideration from IS.

Q Does *Macworld* face any serious competition in the market?

A There are several smaller Mac-focused publications: *MacAddict*, *MacToday*, *MacTech* and *Mac Home Journal*. *Macworld* has always been the market leader, and we intend to stay in the No. 1 slot by delivering a product that meets the needs of our customers. Research into our reader base and keeping in contact with vendors in the market have resulted in some changes to our product over the years, and the book continues to evolve. Even though the other books are not viewed with the same authority in the marketplace — I treat them all seriously — a little paranoia is a good thing.

Q Do you expect any major announcements at Macworld Conference & Expo this month?

A Macworld Expo in New York will see a slew of new Apple CPUs. In a tough economy, IDG World Expo is to be commended for the amount of vendor space sold and the pre-registration attendee number that suggests this could be the largest attendance ever at an East Coast Macworld. *Macworld* magazine will be introducing its new, blue mouse rating system for Mac OS X products, and Macworld Online will be supplementing its successful Price-Finder service with a new classifieds service.

Other IDG business-focused programs

In addition to the IDG Global Media Institute, IDG Corporate Training and Development also organizes other business focused corporate programs throughout the year. As with the IDG Global Media Institute, these programs have also consistently evolved year over year with changes in IDG business. These programs have also been renamed to better reflect the content of the programs in total:

- United States Media Management Institute (formerly United States Publishing Institute)
- European Media Management Institute (formerly European Publishing Institute)
- China Media Management Institute (formerly China Publishing Institute)

Program objectives

Each of these three-day regional programs explores IDG business from a functional and operational perspective. The programs aim to help participants increase their value and contribution to their business units by providing a functional and operational overview of major IDG business functions. Potential topics may include, but are not limited to, editorial, marketing and branding, print and online circulation, finance and business management, etc.

Audience

These programs are targeted to middle management staff and senior-level individual contributors at all IDG business units worldwide. Participants are nominated to attend each of these programs by their senior management teams.

Global Media Institute

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leadership skills.

Attending this year's institute were 19 senior managers and directors, each of whom was nominated by his or her business unit president, representing 13 IDG business units in seven countries including the U.S., U.K., Canada, the Netherlands, China, Germany and Poland. The theme of this year's program was "Nimble Business" with a focus on building and sustaining flexible business practices, revenue opportunities and human resources in today's fast-paced and technology-driven world.

Key to the quality and relevance of this program's content is the willingness of the company's most senior executives to act as presenters throughout the week. Seventeen IDG managing directors, CEOs and other IDG executive experts, including IDG President and CEO **Kelly Conlin**, shared their advice, ideas and insight on topics ranging from IDG Trends, Guerrilla Publishing and Selling Against Time to Creating Customer Value through the Web, IDG Start-up Strategy and Alternative Revenue Generation. Reflecting the expanded nature of the agenda, IDC President and CEQ **Kirk Campbell** spoke about "IDC's Success Strategy," and **Bill Barry**, the president and CEO of Hungry Minds, talked about growth and change at that company.

"This program was honored with an exceptional crop of presenters," Parsons said. "They fully engaged participants through candid and insightful discussions on real-world challenges. Through the program evaluations we were able to capture specific thoughts from the participants on the various topics. The quality of the presentations was confirmed through the evaluations with the average score of all presenters throughout the week being an outstanding 4.4 out of 5," Parsons said.

"This program was invaluable," said **Nicole Filiatrault**, director of marketing and communications at ITworld Canada. "Hearing from Kelly and other senior executives from all functions and all geographies really gave me a sense of the great company we're part of, and the reasons for its success. Their candor was surprising and reassuring. Here's a management team that is honest about what's worked and what hasn't and is unabashed about having tried it all."

Echoing Filiatrault's comments, IDG News Service Executive News Editor **Marc Ferranti** added, "The quality of the presentations was consistently high. For me, the program was a real education in how top executives at IDG analyze their business environment and how they deal with the need for change in a down market. The key was that the presenters were very open; they did not shirk from discussing mistakes and analyzing difficulties." Ferranti added that having IDG executives give presentations afforded attendees an "opportunity to see what kinds of qualities IDG values in its top leadership."

The class of 2001 (front row, l-r): ***Mark Schlack****, ITworld.com;* ***Francis Mao****, IDG Games Media Group;* ***Cheri McKeithan****, CXO Media;* ***Reinelle Hicks****, InfoWorld;* ***Sandra Kupiec****, Network World;* ***Elba Intriago****, IDG Global Solutions. Middle row, l-r:* ***River Jiang,*** *IDG China;* ***Nicole Filiatrault****, IT World Canada;* ***Chen Mei****, Network World China ;* ***Sandy Wong****, PC World ;* ***Richard Priante****, Network World. Back row, l-r:* ***Erwin van Faassen****, IDG Netherlands;* ***Kevin McKean****, PC World;* ***John O'Malley****, IDG Global Solutions;* ***Marc Ferranti****, IDG News Service;* ***Alan Guibord****, Computerworld;* ***Eva-Maria Bernhardt****, Network World Germany; and* ***Kazimierz Szot****, IDG Poland.*

IDG WORLD UPDATE

Fittingly, one of the week's most highly rated sessions dealt specifically with the subject of leadership. In her discussion, "Leading in the Roaring 00s," Network World Publisher & CEO **Evilee Thibeault** talked about the qualities shared by respected leaders in general as well as those needed to lead successfully at IDG. Noting that "decentralization is our history and our destiny," Thibeault suggested that in IDG's highly entrepreneurial environment, would-be leaders need to embrace and capitalize on the culture that has made IDG the successful company it has been for nearly 40 years."

Acknowledging the special demands of leading in a challenging economy, Thibeault stressed the importance of capitalizing on opportunity. Quoting Network World President & Editorial Director **John Gallant**, she told attendees "Without World War II, Winston Churchill would have been remembered as just a chubby little prime minister instead of the

continued on next page

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great leader he was." She called the soft economy "an opportunity where the strong get stronger and the weak get weaker. If you stay focused on your mission and your customer, communicate regularly and honestly with your team and don't panic or make short-term decisions, you should nicely distance yourself from the competition and be stronger than ever when the economy bounces back."

As in years past, participants work in groups throughout the week on a case study examining a business challenge loosely based on one actually faced by an anonymous IDG business unit. At the end of the week, the groups presented their ideas to a "board," which this year was composed of Network World's Thibeault and InfoWorld President & CEO **Bob Magnuson**.

"I thought the case study format created a useful environment to evaluate issues critical to IDG," Magnuson said. "I found the ideas of participants well-considered and creative. It was clear that the teams took their assignments seriously and put considerable thought into their preparation, which is imperative if this kind of thing is to work."

"The program is designed to help participants better understand the strength of the IDG structure," Parsons said. "Throughout the week participants were able to tap into the extensive IDG experience of many of the presenters and gain a more holistic and historical view of how IDG has become the company it is today. Attendees were able to walk away with a greater overall understanding of IDG's culture and a renewed sense of belonging to a larger whole."

The IDG Global Media Institute is held annually and nominations are open to all IDG business units worldwide. Nominations are accepted from business unit presidents and country managers. For more information, contact Laurie Parsons at laurie_parsons@idg.com. WU

German readers get DVD cover mount option on *GameStar*

Responding to their readers' demand for the latest technology and the growth of the DVD market, IDG Germany's PC games magazine *GameStar* began offering a DVD cover mount option to subscribers last month.

Despite the additional cost, close to one in five GameStar readers opted for the issue carrying the DVD cover mount.

Traditionally *GameStar*, which has a total paid circulation of 303,000, has been packaged with two CD-ROMs; a small number of copies are available with no cover mount to cater to a minority of readers' preference. In just one month 15,243 readers out of 80,000 paid subscribers have chosen to receive the magazine plus DVD, which costs one Mark (US$0.43) more than the usual price of DM 8.90 (US$3.85). The DVD offers 3.5 times more capacity than two CD-ROMs and includes the same content as the CD-ROMs such as new video games, movie-like advertising clips of new games, and tips and tricks of existing games. However, there are many more additional features that take advantage of DVD technology. Cinema trailers that might be three or four minutes long on CD-ROM can be 10 to 15 minutes long with dazzling graphical clarity. New video games come alive with high-resolution graphics. There's room for lengthy (30-minute) interviews with game developers to show behind-the-scenes footage of the processs of creating games.

According to Publishing Manager **Uwe Kielmann**, the DVD presents a lot of new opportunities for advertisers. The ability to include longer cinema trailers and more movie-related advertising will bring in new dollars, Kielmann said, but also the prospect exists to include more consumer advertising. Cars or video equipment, for example, could be advertised much like they are on TV. There could be fashion advertising, for example, as designers could literally put a fashion show on DVD.

GameStar claimed the top spot in the market last year when its circulation finally surpassed rival title *PC Games*, published by Computec. *PC Games* has been packaged with a DVD for the last 15 months. However, because it includes a DVD option on the newsstand as well as for subscribers and doesn't sell a sufficient number of newsstand copies to cover the costs of the DVD, it has been losing a lot of money in the process, Kielmann noted. *GameStar* is controlling costs by producing only as many DVDs as it needs, he said. After monitoring reader feedback about the DVD and growing the DVD subscription base to at least 30,000, the staff will begin testing DVD distribution on the newsstand.

"*GameStar* is the No. 1 magazine in Europe for games magazines, but by including the DVD we are taking a step toward developing our magazine for the future of entertainment, said **Stephan Scherzer**, member of the board of IDG Entertainment, *GameStar*'s parent company.

Contact Kielmann at ukielmann@gamestar.de. WU

noteworthy people

IDG WORLD UPDATE

Kalinowski

New employees

Inquiry Analyst **Ken Furer** comes to IDC West in Mountain View, Calif., from Sapient, a business and technology consulting firm where he worked as a business strategist. He will be supporting IDC's Semiconductor, Consumer Devices and PC Display and Projectors programs. A graduate of the University of California/Berkeley with a B.A. in communications and a minor in business, he enjoys sports, music and travel.

Previously a marketing specialist with Macromedia, **Monica Hinojos** joins *Computerworld's* Framingham office as a program coordinator. She earned a degree in public relations from the University of Texas/Austin and in her free time enjoys running and volleyball.

Research Executive **Kirsty Potter** comes to the U.K.'s *PC Advisor* from Oscar Faber where she was a research consultant. She graduated with honors from Liverpool University with a B.A. in history. When not planning her wedding, she relaxes with walking, shopping and yoga.

Returning employees

Previously a business development account executive with *InfoWorld*, **Cori Kalinowski** returns to the fold as senior sales manager for InfoWorld Online. She comes from Internet.com where she was associate publisher, West. A graduate of the University of Kansas with a B.A. in American studies and communications, she enjoys running and golf.

Send information for the Noteworthy section to world_update@idg.com.

Enter the 2002 employee photo calendar contest

Entries are now being accepted for the 18th annual IDG Employee Photo Calendar Contest. The contest is open to all IDG employees worldwide.

Twelve masterpieces will be selected for inclusion in the calendar that is sent to all IDG employees worldwide. Here are the rules:

1. Submit up to two color or black-and-white prints or 35-mm slides that you have taken of any subject. Digital photos may be submitted only if printed on photographic quality paper.

2. No panorama-width photos will be accepted. Entries will be judged on technical merit, creativity and artistic expression.

3. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photograph(s). Note: Please do not write directly on the back of photos! A business card taped to the back of the photo works well. **Photos will not be returned.**

4. Entries must be received by **Sept. 14**. Send your entries to: *IDG World Update*, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A.

5. First, second and third place winners receive $250, $150 and $100, respectively.

6. Send questions to *IDG World Update* at world_update@idg.com.

What's your idea of a 5-minute vacation?

Now that vacation season is finally here (well, at least for those employees in the northern hemisphere; you folks to the south will have your turn soon enough!) *IDG World Update* is sponsoring the following contest.

What do you do to take a short break during the stress of the work day? Do you take a quick walk around the block? Imagine yourself on a pink sand beach in Bermuda? Stretch with some desk-side yoga? Where does your mind take you when you need to get away? What do you think about?

Inspire us with your version of a "5-minute vacation" in 150 words or less. We will print the best ones in an upcoming issue of *IDG World Update* and send t-shirts to the "travelers." One winner will be selected in a random drawing to receive an IDG beach bag filled with summer goodies.

Send your ideas by July 16 to world_update@idg.com and include your name and mailing address.

Pinchin

continued from page 1

markets," Pinchin said. "We have a fantastic team of hugely talented people who have developed some sensational products over the years. I see my role as simply giving them the opportunity to keep doing this. My main goal is to ensure that IDG New Zealand is a great place to work and one that continues to foster innovation."

"IDG has a fine new leader in Bob. We've worked closely together over the past year to ensure a smooth succession that will capitalize on what we've achieved," said Taylor.

Prior to joining IDG, Pinchin, 37, held sales and sales management positions in the U.K. publishing and recruitment industries, most recently with Reed Publishing. He also sits on the executive board of the Magazine Publishers Association of New Zealand. He is married with one child and holds a degree in geography from Kent University.

Taylor will remain until the end of September to assist with the transition and will continue his close association with IDG through occasional writing assignments and links to its global venture capital activities.

IDG New Zealand publishes *Computerworld, PC World, Unlimited, Internet Magazine, CIO, WebBusiness* and *NZ Reseller News*. It operates one of the country's largest networks of Web sites, delivering more than a million pages of business and technology content each month to a unique audience exceeding 100,000 visitors. Its events group runs numerous conferences, seminars and awards programs including the country's largest technology exhibition, Computerworld Expo. Company information is available at www.idg.net.nz or contact Bob Pinchin at bob_pinchin@idg.co.nz.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28

Kathy Dinneen *IDG Research Services*

25

Terri Bergstrom *IDC*

17

Sherry Driscoll-Coleman *Computerworld*

16

Steve Ireland *IDG Australia*

15

Jim Falanga *IDG*
Ken Hoyt *IDC*
Ralph Finos *IDC*
Karin Quack *IDG Germany*

14

Kathleen Demko *Computerworld*
Kimberly Schuberthan *IDC*

13

Deb Vozikis *Network World*
Caroline Craig *InfoWorld*
Lyn See *IDG Australia*
Abbie Lundberg *CXO Media*

12

Carol Benioff *InfoWorld*
Manfred Weise *IDG Switzerland*

11

Mark Cappel *IDG.net*
Scott McLarnon *IDC*

10

Glenna Fasold *Network World*

9

Eric Lam *IDG Hong Kong*
Lynda Fitzpatrick *IDC*
Randy Perry *IDC*
Debra Becker *Network World*

8

Kristin Wattu *Network World*
Mohd Yasin *Computerworld Singapore*

7

Norma Charles *IDG*
Elaine Offenbach *Computerworld*
Peter Coen *Computerworld*
Francine Gay *Computerworld*
Rhonda Veloni *IDC*
Susan Davis *IDC*
Loren Loverde *IDC*
Doug Chandler *IDC*
Carol Stiglic *Network World*
MaryKay McIntire *Network World*
Renate Regnet-Seebode *IDG Germany*

6

Paul Overhiser *IDG*
Cheryl Giangregorio *IDG Communications*
Bill Binan *IDG Communications*
Randy Giusto *IDC*
Joan Young *IDC*
Karen Blythe *IDG Global Solutions*
Karl Martin *IDG New Zealand*
Mindy Blodgett *CXO Media*

5

John Radzniak *Computerworld*
Bill Ganci *IDC*
Tom Mahowald *IDC*
Tom Davis *Network World*

4

Shannon Wolf *IDG Global Communications*
Volker Heistermann *IDG Communications*
Mark Songini *Computerworld*
Ana Volpi *IDC*
Janet Waxman *IDC*
Ryutaro Fujii *IDG Japan*
Stephen Symonds *IDC Canada*
Chris Wong *Computerworld Singapore*
Verena Schieder *IDG Germany*
Rosie Haworth *PC Advisor*
Kathleen Kotwica *CXO Media*

3

Cynthia Doyle *IDC*
Claudio Checchia *IDC*
Kevin Kane *IDC*
Courtney Munroe *IDC*
Daintry Duffy *CXO Media*
Kaajal Asher *CXO Media*

2

Linda Hwang *IDG Communications*
Christy Berger *IDG Global Accounts*
Jacqueline Day *Computerworld*
Miles Dennison *Network World*
Theodore Samson *InfoWorld*

1

John Gomez *IDG Games Media Group*
Eng Lim *IDG Games Media Group*
Mike Kim *IDG Games Media Group*
Alan Tong *IDC Malaysia*
Mike Wong *IDC Singapore*
Manuel Lopez *IDC Hong Kong*
Kerri Grenache *IDG*
Laura Hannon *IDG*
Janet Anderson *Computerworld*
Ray Gagnon *Computerworld*
Erin Keefe *Computerworld*
Kelly Mahoney *Computerworld*
Marian Prokop *Computerworld*
Peter Brown *IDC*
Ludovica Bruno *IDC*
Mary Ann Daneke *IDC*
Michael Hennessey *IDC*
Jennifer Miranda *IDC*
Jun Pete Amolat *IDC*
Catherine Dodge *IDC*
Nicole Felker *IDC*
Dorothy Merullo *IDC*
Gil Lawrence *IDC*
Stephen Sauer *Network World*
Jacy Edelman *Network World*
Robert Koenig *Network World*
Anna Porebski *InfoWorld*
Fiona Kane *InfoWorld*
Laine Souza *InfoWorld*
Dirk Heib *IDG Germany*
Katharina Friedmann *IDG Germany*
Isa Müller *IDG Germany*
Elizabeth Miller *IDG Australia*
Richard Noon *IDG Australia*
Brenda Garza *CXO Media*
Sarah Johnson *CXO Media*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Correction

The anniversary date for IDG Spain Managing Director **Paco Zabala** was listed incorrectly in the July 2 issue. He celebrated 19 years with IDG Spain this past February.

IDCers take the Corporate Challenge

JON GULOYAN

IDC Communications Group analysts ***Steve Drake**, **Amy Harris** and **Rena Bhattacharyya** were among 34 IDC runners who dashed 3.5 miles through the streets of Boston (wearing IDC T-shirts, of course) in the JP Morgan Chase Corporate Challenge last month. IDC's Event and Charity Committee organized the group's participation and covered the entry fees. Consulting Manager **Paul Johnson** was the fastest IDC runner at 28 minutes.*

Marketplace reopens for business on World Update Online

IDG World Update has relaunched its popular Marketplace classified ad section — previously a U.S.-only print insert — on its online site, www.idgworldupdate.com. Employees worldwide are welcome to participate. Do you have a rental property you'd like to advertise? Interested in a house exchange with another IDG employee to see another part of the world? A home, car, furniture or bicycle for sale? Send your information, including a complete description and price, to world_update@idg.com or fax it to: 617-423-0712. Then go online and check out the new Marketplace site. Note: below are some of the items currently being offered in Marketplace. Check out the full listing at www.idgworldupdate.com. This list will not run regularly in print.

FOR RENT

Maine beach house. Two-bedroom beach house for rent on beautiful, white sand beach at Pine Point, Scarborough, Maine (two hours north of Boston). Located on a peninsula with fishing and sandbars at low tide. Close to great restaurants, shopping in Portland's Old Port, Funtown USA, Old Orchard Beach amusement park. A few summer weeks still available at $900. Call Tom or Cindy Field at 603-772-0031. See the Web site at http://hometown.aol.com/ourbeachhome/beach.html.
Contact Tom Field, CXO Media, 508-935-4071

West Roxbury, Mass., condo. Large 2-bedroom unit with w/w carpet and hardwood floor (in master bedroom), central air conditioning, refrigerator, dishwasher included. Convenient to Routes 1 and 128 and T (Forest Hills). Plenty of on-street parking. $1500/month includes heat, hot water and gas. Non-smoker and no pets, please. First and last month plus security deposit. Available Sept. 1.
Contact Kristin at 617-640-3472

FOR SALE

1991 Honda Civic 2-door hatchback. 4-speed, manual. Very well cared for with complete service records. Body in good shape with new timing belt, new tires, fairly new exhaust system. 113,000 miles and still gets 34 mpg city, 40+ mpg highway. A great around town car that can also carry a surprisingly large load. $1,900.
Stewart Deck, CIO, sdeck@cio.com, 508-935-4657

2000 late model Toyota Celica GT. Save thousands from new! Brilliant silver, only 4,100 miles. Barely used. Toyota warranty until 36,000 miles. Gets 34 mpg. Great car for you or anyone in your family. Fully loaded equipment:, carbon fibre dashboard, cockpit seats, sinter package, digital instruments, premium alloy wheels, premium six-speaker sound, compact disc and AM/FM stereo, cassette, ABS (4-wheel), tinted moon roof, sport rear spoiler, cruise control, dual air bags, air conditioning, power steering, windows, door locks, tilt wheel, anti-theft securityKelly's Blue Book retail value $20,700. Best offer.
Contact JP Amolat, IDC, jamolat@idc.com, 508-988-6857 or home 617-821-6777

1996 Honda Accord EX. One-owner, 5-speed, dark green, excellent condition. 101k, mostly highway miles. 4-door, power moon roof, ABS brakes, power everything. Sad to sell but husband wants a truck. $8,750.
Nicole Glinski, CXO Media, ncurtin@cxo.com, 508-988-6843

Dutailer maple glider. Beige leaf design cushions. Stationary maple footstool. Very comfortable. Asking $300. **Combi Ultra Savvy Stroller**. Navy with white dot design. Push button release, easy fold and store. Can be used up to 45lbs. Similar to an umbrella stroller design. Asking $175. **Three-drawer maple dresser** with light green faux-finish inset on top. Rounded shape and ball feet. Paid $500, asking $250.
Christie Combs, IDG, christie_combs@idg.com

Beautiful 17-foot wood canoe. Totally reconditioned by hand, hand-caned seats and natural wood decking. A real head turner! Only 45 lbs. Must sell. Asking $500.
Contact Julie Lynch, IDG HR, during the day at 508-935-4041, julie_lynch@idg.com or call Rick at 508-798-7898 between 9 a.m. and 9 p.m.

1819 Colonial home in Southborough, Mass. Total of 9 rooms: 2-3 bedrooms, family room, kitchen, ½ bath, dining room, sitting/music room, living room, full bath with walk-in closet and laundry room attached. Full walk-through attic with a potential for several new rooms. Two-car garage with separate carriage house suited for whatever your craft or hobby needs require. Updated plumbing, electrical, new boiler. Asking $459,900.
Doreen Ferguson, IDG, doreen_ferguson@idg.com, 508-935-4554

A search for IDG heroes

IDG World Update is planning a series of profiles spotlighting the "heroes" who work among us. And we need your help!

Do you work with someone who typifies one or more of IDG's corporate values? Has someone you know made a suggestion that has saved the company money or streamlined operations? Is there someone in your department who went the extra mile (or kilometer) to help a reader or a client?

If so, we want to hear about them! Please send nominations, along with a brief description of what makes this person a hero, to world_update@idg.com. Be sure to include your own name and business unit.

IDG World Update will enter both your name and the nominated employee's name into a random drawing for a pair of $50.00 American Express gift certificates.

and*finally.*

The editors of *IDG World Update* would like to thank the following people who contributed information and assistance for this week's issue.

Leslie Bachand, *IDC*
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Liz Gagliardi, *IDC*
Deb Goldstein, *IDG List Services*
Laurie Parsons, *IDG*

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Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees.

The staff can be reached at 3 Post Office Square, 4th floor, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on at www.idgworldupdate.com.

IDG World Update

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IDC Canada-based program helps clients identify partners

For IT companies, it's not what you know, it's whom you partner with.

PAUL MOON

From left to right: ***Vito Mabrucco**, director, Strategic Software Alliances Program; **Bryan Luck**, analyst, Technology Partnering for Services Firms; **Julie Gage**, manager, Analytic Products; **Chris Sullivan**, director, Workshop Programs; **Laura Mulcaster**, group coordinator; **Steve Graham**, VP, Global Software Partnering and Alliances. Not pictured: **Nicole Gallant**, Strategic Alliances analyst; **Simone de Bruin**, senior analyst, European Software Partnering and Alliances; and **Steve McHale**, Research VP.*

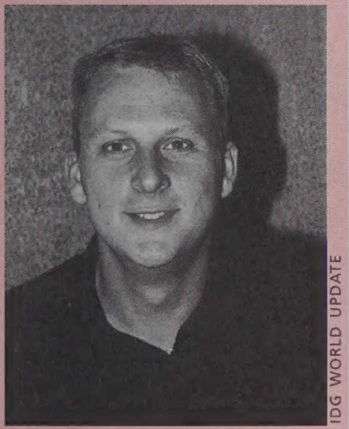
"Partnering is all about software vendors working with other companies to deliver their products to end users," said **Stephen Graham**, vice president of IDC's Global Software Partnering and Alliances (GSP&A) division. "And not only deliver them, but add value to their products to enhance their functionality or services."

He stressed that partnering is critical for technology vendors. "In the Internet world, customers are expecting broader solutions that provide end-to-end integration. They want fast deployment, minimal risk, and a reasonable price." He said that no one vendor can do all this alone, and the only way for vendors to compete successfully is to develop a network of partners whose products and services are well integrated.

To help its clients understand how partnering works and find the correct partners, the Toronto-based GSP&A advises them on how to develop distribution channels and strategic alliances for software products. Graham said their clients range from companies such as IBM (which purchased Strategic Alliance white papers and partner program analysis)

continued on page 5

Raimon Gort takes reins at IDG Netherlands


IDG WORLD UPDATE

*Ten-year IDG veteran **Raimon Gort** named to top spot at IDG Netherlands.*

Raimon Gort, the director of IDG Netherlands' print division, has been named managing director of the Haarlem-based IDG subsidiary.

A 10-year IDG veteran, Gort succeeds **Paul Molenaar**, who has been managing director since 1995. In his new role, Gort will lead the company's efforts to further strengthen its portfolio and expand its market leadership. Over the past several years, Gort has had overall responsibility for sales for IDG Netherlands, more than doubling IDG's revenue in that country.

"Based on Raimon's impressive track record with IDG – especially in helping to launch *Net Magazine*, *InfoWorld*, *Tips & Trucs* and *ComputerPartner* – he brings a wealth of industry knowledge and experience to this new position," said IDG President & CEO **Kelly Conlin**. "We expect Raimon will further strengthen IDG's role as the leading technology publisher in the Netherlands, fostering our loyal community of readers and directing our team with his proven leadership skills."

Gort joined IDG in 1991 as a senior account manager for *Computerworld* and played a significant role in the successful launch and subsequent growth of *Computer!Totaal,* the company's *PC World* title. He then became publisher for all of IDG's Dutch publications. Under his leadership, *Computer!Totaal* grew to its current circulation of nearly 200,000. He was appointed commercial director in 1998, and in 2000, he was named director of all print operations for IDG in the Netherlands.

Gort is a board member of the MWG, the Dutch association of commercial communication. He may be reached at rgort@idg.nl. WU newsworthy

in brief

IDG Poland's *Digit* magazine sponsors graphic design contest

IDG Poland employees at the gallery reception included (l-r): Digit's Editor ***Marcin Jedrysiak****; Digit Sales Manager* ***Anna Harazinska****; Receptionist* ***Magda Sobczynska****; Marketing Manager* ***Agnieszka Cybulska****; Art Director* ***Krzysztof Pietrasik****; Promotion Manager* ***Agnieszka Adaszewska****; Graphic Designer* ***Wieslaw Galach****; IDG Poland General Manager* ***Kazimierz Szot****; Digit Editor-in-chief* ***Tomasz Bitner****; Ad Sales Representative* ***Sylwia Wisniowska****; Marketing Assistant* ***Ewa Lebensztejn****.*

Creativity knows no limits, and the talented computer graphic designers who read IDG Poland's *Digit* magazine proved just that during the publication's third annual graphic design competition.

Above: Fourth-place image, "Cage man," by Dariusz Nowak; below: First-place image, "Teatzyk (The Little Theater)" by Igor Morski.

Digit, an art, technology and design magazine published 10 times a year for creative individuals who use Macs or PCs, assembled a distinguished panel of judges led by *Digit* Editor-in-chief **Tomasz Bitner** and Art Director **Krzysztof Pietrasik** to review the 340 submissions from 150 readers, most of whom are young artists. The overall winner received the equivalent of US$2,500, and the best 13 images were published in the June/July issue of *Digit*. All of the submissions were included on that month's CD-ROM cover mount.

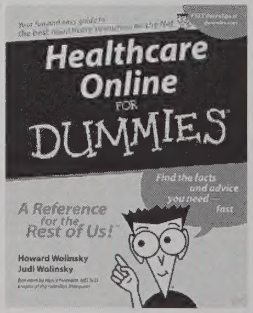
For the second consecutive year, *Digit* also organized an exhibition of the submissions. A gallery in Warsaw that specializes in multimedia art featured the top 50 images in wall-mounted frames, while the rest of the images were shown on liquid crystal displays. The week-long exhibition in June began with a reception for the artists, *Digit* readers, well-known digital artists and media representatives. The reception and exhibition received extensive publicity in the cultural section of Polish dailies, advertising/marketing journals and online news services.

To view the winning works go to www.digit.pl/konkurs/3.html. For more information on the contest contact IDG Poland Marketing Manager **Agnieszka Cybulska** at agnieszka_cybulska@idg.com.pl.

PC World hands out awards in 19th annual World Class Awards at PC Expo

PC World editors were on hand in force to announce the 58 winners of the 19th annual World Class Awards at last month's PC Expo in New York. The awards, which honor the best in computers, hardware, software and the Internet based on performance, value, consistency and innovation, were presented at an invitation-only ceremony at the Manhattan Penthouse. Product of the Year went to the Plextor PlexWriter 16/10/40A CD-RW drive, while Loser of the Year was Napster. Among the *PCW* editors and staff on hand for the ceremony were front row (l-r): **Anush Yegyazarian**, **Lisa Cekan**, **Matt Halloran**, and **Kalai Murugesan**; middle row, **Tom Spring**, **Randy Ross**, **Bud McLeod**, **Denny Arar**, **Peggy Watt**, **Sean Captain**, and **Amy Dalton**; back row: **Ed Albro**, **Harry McCracken**, **Tom Mainelli**, **Eric Dahl**, **Kevin McKean** and **Alan Stafford**.

Healthcare Online For Dummies helps readers navigate health-related sites


Healthcare Online FOR DUMMIES
A Reference for the Rest of Us!
Find the facts and advice you need — fast
Howard Wolinsky
Judi Wolinsky

This week, Hungry Minds announces the publication of *Healthcare Online For Dummies*. Written by Howard and Judi Wolinsky, this book provides strategies for locating reliable sources while serving up more than 1,400 health-related Web sites. The 40-page directory included in the book has information on a wide range of health topics for a very diverse audience. Among the useful information included in this handy guide is where to find benefits and side effects of medication; information on symptoms; treatment; and prognosis of virtually any medical condition, support groups, background checks of physicians, hospital specialties and sources of alternative medicine.

All IDG employees get a 30% discount on the $21.99 list price of *Healthcare Online For Dummies*. Just call the main customer service number at 1-800-434-3422 (317-572-3000 outside the U.S.) and reference the consumer affiliate IDG corporate discount account #700991.

executive Q and A

Charlie Greco
The president & CEO of IDG World Expo is this week's columnist. He may be reached at charlie_greco@idg.com.

IDG World Expo at-a-glance

Number of employees 61

Location Framingham, Mass.

Events remaining in 2001
Macworld New York 7/17-7/20
LinuxWorld San Francisco 8/28- 8/30
Federal Open Source Conference Washington, D.C., 10/2 - 10/4

Events in 2002
Macworld (San Francisco)
Comnet (Washington, D.C.)
ESPWorld (Washington, D.C.)
Enterprise Application Summit (Washington, D.C.)
LinuxWorld (New York)
BioITWorld (Boston)
Federal Open Source Conference (Washington, D.C.)
ESPWorld (Las Vegas)
Comnet Wireless (Las Vegas)
Macworld Expo (New York)
LinuxWorld (San Francisco)
Enterprise Application Summit (Las Vegas)

Web sites
idgworldexpo.com
macworldexpo.com
comnetexpo.com
espworldexpo.com
easummit.com
linuxworldexpo.com
bioitworld.com
fedosconference.com
comnetwirelessexpo.com

Q You've recently announced several new events. Can you tell us more about them?

A Federal Open Source Conference will be held at The Ronald Reagan Building in Washington, D.C., in October. The federal government has always been a huge user of Unix and a major advocate of open systems. They are making a big push toward Linux and a number of other open operating systems. We believe strongly that the timing is right that we can now leverage our reputation in this market (LinuxWorld) by producing an event geared specifically for the federal government. The event will grow into the Washington D.C. Convention Center next April.

This January at Comnet, we will feature two events that will be co-located with Comnet on a permanent basis. Enterprise Application Summit (EAS) will connect exhibitors and attendees to a universe of applications. Featured areas are supply chain management, business process applications, partner relationship management, and peer-to-peer computing. ESPWorld will also be co-located with Comnet and will be positioned as the premier enterprise and end-user event for end-to-end out-sourcing solutions. We are happy to announce that the conference program for Comnet, EAS and ESPWorld will be produced for the first time in conjunction with *Network World*. *Network World* has been Comnet's flagship sponsor for years, and we are thrilled to have a chance to partner with them in content development for the conference program.

We are very excited about our most recently announced launch, BioITWorld Conference and Expo, which will take place in March at the World Trade Center in Boston. It will showcase bioinformatics and IT solutions for the life sciences industry. BioITWorld is expected to be the largest event to focus on enabling technologies accelerating the bio-science market and will offer in-depth education on the latest tools, services and training for biotechnology professionals.

Lastly, we have launched Comnet Wireless Conference and Expo, to be held next June in Las Vegas. Comnet Wireless is a by-product of Comnet, the largest networking and communications event in the industry. Comnet Wireless focuses on the products and services required to build a true wireless environment. The event is designed to educate the enterprise on ways to extend corporate networks to address the increasing mobility of today's work force. We are excited about producing IDG's first events in Las Vegas.

Q How do you evaluate timing of a new show?

A IDG World Expo has a tremendous advantage over our competition. As a part of the IDG family, we have incredible resources in the form of outstanding research and collaboration with IDC, and we work extremely closely with a number of IDG publications. Both of these entities represent some of the most significant thought leaders in the IT industry. With this incredible breath and depth of knowledge, we can develop event concepts and messaging at lightning speed. Frankly, our only concern has been that these IDGer's are so far ahead of the market with their thinking that we need to ensure that the timing of our event launches is not too early.

Q Has the downturn in the IT market had a significant impact on your operations?

A The virtual meltdown in the IT sector has affected everyone's business objectives. We are more cautious these days about business direction. However, we are once again, very fortunate — perhaps a bit more fortunate than others. As some of our business units are built around a single product brand, we have eight brands from which to develop our business. We also have the flexibility to get in and out of markets (with events) at incredible speeds. So, as one market that was hot yesterday turns cold, we can quickly develop a presence in the next emerging market, i.e. BioITWorld. Of course, spending is down dramatically across all IT sectors, so winning our share of the business has gotten more difficult. I have always looked at trade shows as three-dimensional publications. Exhibitors are like advertisers, attendees are our circulation and conference content is the same as editorial. So, while we do experience the same challenges as other members of the IDG family we tend to have more flexibility.

Q What are online trade shows?

A The theory of online/virtual trade shows has excited many over the past few years. However, none have been successful primarily because you cannot substitute face-to-face communication with a slightly interactive Web site. We survey our exhibitors and attendees during and after every event. The No. 1 reason that people come to shows is to network. The second is to experience — up close and personal — new products. The third reason is education. There is nothing more meaningful than to sit in a meeting room in front of an industry visionary to look, listen and question. No one has been able to duplicate these sorts of experiences online. Frankly, no one will.

Web site purchase adds global scope to IDG's Irish partner

IDG's publishing partner in Ireland, Scope Communications Group, has acquired NUA Internet Surveys (www.nua.com), a world-renowned online resource offering analysis and comment on global Internet demographics and trends. In operation since 1996, the free service has more than 50,000 worldwide subscribers for its weekly e-mail newsletters, with Web site traffic of approximately 200,000 visits per month.

Scope Communications Group publishes Ireland's leading IT magazines *ComputerScope* and *PC Live!* as well as technology Web site TechCentral.ie. The company also organizes the annual IT event e-XPO.

"NUA Surveys is a strategically good fit with TechCentral.ie and our other media," said **Frank Quinn**, chairman of the Scope Communications Group. "As a publishing organization specializing in technology advice and analysis, the business potential of NUA Surveys is clear to us. NUA is a trusted brand with global mindshare. Its Web site and newsletters offer unbeatable promotional opportunities to any company aiming a message at Internet strategists and online marketing professionals. Through TechCentral.ie, we already offer technology vendors in Ireland a unique promotional route to IT decision makers. NUA adds a global reach to our operations and will leverage the business resources of TechCentral.ie including hosting, journalism, marketing and management."

"The business potential of NUA Surveys is clear to us. NUA is a trusted brand with global mindshare. Its Web site and newsletters offer unbeatable promotional opportunities to any company aiming a message at Internet strategists and online marketing professionals."

— Frank Quinn, Scope Communications

Quinn said NUA's business model is to aggregate and categorize the primary research of others, effectively serving as a portal of market research firms such as IDC, Gartner and Forrester. Its primary competitor is CyberAtlas.com.

Revenue from NUA is generated primarily through advertising and sponsorships on the site, e-mail newsletter advertising and affiliate programs with the suppliers of the research NUA aggregates (see sidebar).

According to Quinn, NUA got its start as an unsung by-product of a respected Web development house, which was acquired by Ireland's national telecom company, Eircom. "NUA had built up an amazing audience but had been almost completely ignored commercially," he said.

*NUA Editor **Kathy Foley** and Scope Communications Group Chairman **Frank Quinn** are charting a course to have NUA Internet Surveys leverage the business resources of TechCentral.ie.*

Scope Communications Group purchased the company while it was in receivership, and NUA's loyal readership has rejoiced. NUA Editor **Kathy Foley**, who is now part of the TechCentral.ie team, has received dozens of notes from readers along the lines of this one from an information architect at the University of Alberta in Canada: "I would just like to send you a note to express my congratulations (and relief) that NUA has been saved from the brink of bankruptcy. Yours is consistently one of the best e-mail newsletters on the net and I appreciate your sharp analysis, authoritative sources and good news instincts."

Frank Cutitta, IDG's senior vice president/Corporate Accounts, agreed. "I've been a religious user of the NUA site for years and a long-time recipient of their newsletters," he said.

For more information contact Frank Quinn at frank.quinn@scope.ie or Kathy Foley at kfoley@nua.com.

Possible NUA and IDG alliance

During the IDG European Managers Meeting last month, Scope Communications Group Chairman **Frank Quinn** outlined the NUA Internet Surveys purchase and explored how IDG business units could help build circulation and shared revenues for NUA's newsletters. While he first has to finalize his own company's business plans for NUA, Quinn said the following type of IDG alliance might be possible.

Scope Communications could provide a turnkey information feed, using agreed-upon information categories supported by XML protocols. IDG sites that want to add an "Internet Trends and Stats" service while retaining traffic on their own sites could deploy this content in a "powered by NUA" scenario. Sign-ups for the e-mail newsletters could be driven locally, delivered centrally by Scope's staff in Dublin. Sharing of revenue streams would be negotiated.

Quinn also wants to develop affiliate marketing relationships with the companies, such as IDC, whose research NUA aggregates. "Historically, NUA has linked freely to all research it summarizes; no doubt there have been many buyers of IDC research over the past five years who first found its executive summaries in NUA," he noted. "Our initial goal is to leverage the affiliate programs of these market research companies and seek referral revenue from this clickstream — in theory NUA is the ideal example of an affiliate program at work."

A local "powered by NUA" site would then share the benefits of this additional business model, he noted.

Quinn aims to begin discussing shared offerings with other IDG business units by the end of the year.

IDG

Week of July 16, 2001

Conference Coordinator (WEC)

IDG World Expo is seeking a Conference Coordinator to work in a team environment to ensure the highest quality conference activity. Working with all logistics and operations as they pertain to the Conference Department, responsibilities include daily Website content updates; coordinating all conference room sets, catering, signage; and maintaining day-to-day contact with speakers, vendors, and outside consultants. Must have one year related experience, excellent attention to detail, superior written and verbal communication skills, as well as organizational and computer skills. Some administrative support required. Tradeshow planning and HTML coding experience a plus. Some travel required. *Location: Framingham MA*
Contact: C. Cotter, Email: **cydney_cotter@idg.com**

Sales Manager (WEC)

IDG World Expo is seeking Sales Managers to join their Sales team. Responsibilities include domestic and international booth/sponsorship sales and cultivating new account opportunities within fast-growing IT markets. Candidates must be innovative salespeople who think beyond 10x10's and 20x20's and are able to sell prospective exhibitors complete, integrated marketing programs. Candidates must become an expert within their given field and knowledgeable enough to find and cultivate common threads between their event and a prospect's tradeshow needs. Candidates should possess a minimum of 3 years experience in technology sales. Trade show and/or conference sales experience preferable. Strong IT vendor knowledge and a proven track record of sales success required. The position is 95% over-the-phone inside sales*; 5% face-to-face sales at competitive events as well as at client meetings. Multiple positions open.*
Location: Framingham MA
Contact: C. Cotter, Email: **cydney_cotter@idg.com**

Vice President, Event Services (WEC)

IDG World Expo is seeking a seasoned executive to help lead IDG's fast growing events business. Reporting directly to the President and CEO, the VP, Event Services will join IDG World Expo's Executive Team and contribute to setting strategic direction for the corporation. This role directly oversees the Operations & Web Services, Conferences, and Worldwide Strategic Relations departments and is responsible for setting strategic direction and providing executive support for these areas. The VP, Event Services will be responsible for setting a management tone that ensures the highest quality standards for our events and event services to attendees, exhibitors, sponsors, speakers, and members of the media and other constituents. This role will focus on achieving the greatest efficiency in existing event services, developing and managing of relationships with tradeshow industry trade groups and service providers, ensuring the highest quality conference activity, and expanding international opportunities and growth. The successful candidate will have 10+ years of experience in the tradeshow industry, excellent sales and interpersonal skills, and extensive experience in facilities and CVB relations. Knowledge of exhibition industry service providers (decorators, unions, AV, etc.) a must. Experience in international event sales and management as well as key account and customer service management preferred. *Location: Framingham MA*
Contact: J. Lynch, Email: **julie_lynch@idg.com**

Senior Sales Manager (WEC)

IDG World Expo is seeking a Senior Sales Manager to join their Sales team. Responsibilities include performing as the business development and key account manager for assigned product lines with responsibility for the growth of sales and profits. This individual should be able to effectively manage sales staff and sales support staff for respective product lines; become an expert in the assigned product lines; have a thorough knowledge of product specifics; and have an understanding of the target market including: structure, profitability and growth trends, key players, sellers, buyers and end-users, and other relevant market information. This position emphasizes ability to take concepts and ideas and turn them into profitable and incremental avenues of revenue for the company. 5-10 years of successful sales experience and a Bachelor's degree required. Travel will entail trips to all of the relevant IDG World Expo events as well as to competitive events along with face-to-face sales calls to key accounts.
Location: Framingham MA
Contact: C. Cotter: Email: **cydney_cotter@idg.com**

Go to http//:careers.idg.com to view all current job opportunities at IDG

Copy Editor (NEW)

The IDG News Service is seeking a copy editor with a great eye for detail and strong editing, grammar and proofreading skills, based in our Boston or San Francisco bureau covering West Coast business hours. Responsibilities include: editing IT industry news and features under tight deadlines for our real-time online wire service; acquiring and republishing copy and graphics from throughout the IDG editorial community for our global news cooperative; and doing research as needed to update and expand a library of online information resources for editors. Additional responsibilities commensurate with the successful candidate's skills, experience and interests may include writing breaking news stories and taking charge of ancillary information resources. The ideal candidate has a journalism background, experience copy editing for a daily news publication using PC-based editing tools, and a firm grasp of AP style. If interested, please send resume to: **Marc Ferranti at marc_ferranti@idg.com.** *Location: San Francisco CA or Boston MA*

Project Engineer (MAC)

Mac Publishing is looking for an experienced Project Engineer to create and maintain web applications and servers for the Macworld portal sites and the intranet/extranet applications that are associated with the support of those sites. Primary responsibilities include writing technical and functional specifications, coding server-side modules of the application, creating quality assurance testing, managing directories and maintaining all CGI's, monitoring all hardware including servers and drivers, performing and managing backup of non-replicated website data, assess new technologies to determine hardware and application set, and identifying third party applications that can be integrated to provide a competitive advantage through additional site(s) functionality. *Location: San Francisco CA*
Contact: Email: **su_tsen@idg.com**

Sales Support Assistant (IGS)

This is an exciting entry level opportunity to work with the International advertising sales team of IDG, the leading International IT publishing company. You will work closely with the Account Executive to manage advertising campaigns, analyze and maintain current and up-to-date databases, email/contact advertisers and International publications to assist with inquiries, and assist in creating sales proposals, presentations and perform other general sales support administrative tasks such as faxing, filing, and data entry. You must be detail oriented and have excellent organization skills, have a professional attitude, initiative, and possess the ability to catch on quickly, a strong emphasis on customer service, excellent communication skills, and be able to prioritize and handle numerous tasks / deadlines simultaneously. The individual chosen will also be flexible, dependable and punctual. Proficiency in MS Office (Word, Excel) and experience with Lotus Notes a plus. *Location: San Francisco CA*
Contact: Email: **Matika@idg.com**

Go to **http//:careers.idg.com** to view all current job opportunities at IDG

IDC Canada

continued from page 1

and Microsoft (which bought a partner program analysis) to smaller companies such as Globetrotter, a Macrovision Company that provides electronic licensing technology, and e-commerce site-management firm ReleaseNow.com.

"We don't broker the partnerships," Graham said, "we coach our clients and advise them on how to improve their partnering program, point out trends they need to be aware of and partners they should investigate."

> *"[Workshops have] been one of our biggest growth areas. The workshops teach our clients about partnering issues, the partnering process and how to put partnering programs together in order to ask questions better when it comes time to enter a partnership."*
>
> *— Stephen Graham, IDC Canada*

Graham claimed that the addition of GSP&A — which was founded in late 1997 and has seven employees – means IDC is the only analyst/research company that covers the entire software value chain with research and analysts who provide both supply- and demand-side information and channel and alliance data.

GSP&A can also combine these with assistance and information on a global basis, he said, working with local analysts who understand client needs and their own market's conditions. "IDC can help companies better understand how exactly they should go to market, no matter where that market is," he said.

There are four ways GSP&A helps clients looking to set up partnerships.

- **Continuous Information Service (CIS):** Clients are given ongoing research on partnering strategies, such as revenue-flow analysis, partner assessment, licensing, open-source software distribution and more. "It's one thing we're focusing on more," Graham said. "There is often a divide in companies between the day-to-day partnering efforts and a more business-development focus. We want to look at the fundamentals that partnering professionals need to have, from best practices to licensing and corporate infrastructure." The group also offers a CIS that advises services firms on partnering with technology vendors.
- **Analytic Tools:** A developing area in which IDC data and intellectual property is developed into a specific tool for partnering firms, such as a spreadsheet that allows a firm to compare the fit of different potential partners.
- **Consulting:** IDC has helped IT vendors decide on partnering models, written white papers on new initiatives, conducted business-partner satisfaction research and helped vendors rank possible partners.
- **Workshops:** Structured sessions with IDC analysts help senior executives understand how partnering can affect overall corporate strategy and what can be expected. IDC's strategy workshops are for product managers developing specific partnering strategies, while sales and marketing workshops help clients focus on executing and managing partnerships. Graham noted that these workshops have been given both in-house for specific companies and publicly around the world.

"This has been one of our biggest growth areas," Graham said. "The workshops teach our clients about partnering issues, the partnering process and how to put partnering programs together in order to ask questions better when it comes time to enter a partnership."

Graham noted that software firms are showing more interest in strategic alliances as a way to propel their business and GSP&A can help them better manage strategic partners. "Companies used to sign deals for notoriety but didn't go much further. Today, partnerships are much deeper and expectations of return on investment are more acute."

For more information contact Stephen Graham at sgraham@idc.com.

Coming up

LinuxWorld Conference & Expo
An IDG World Expo Asia event
July 25-27
Beijing International Convention Centre
www.linuxworldchina.com

IDC's Enterprise ServerVision
Aug. 1
Ritz-Carlton
Half Moon Bay, Calif.
www.idc.com/Events/esv01/default.htm

CIO 100 Symposium & Awards Ceremony
Aug. 12-14
Del Coronado Hotel
San Diego, Calif.
www.cio.com/conferences

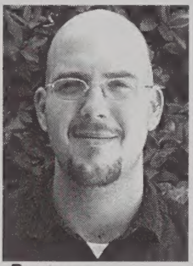
IDG U.S. Sales Meeting
Aug. 15-19
Del Coronado Hotel
San Diego, Calif.
Contact: **Marion Kibbee**
marion_kibbee@idg.com

Vietnam Computerworld Expo
Aug. 16-19
Ho Chi Minh City, Vietnam
www.idgvietnam.com
Contact: **Tam Le**
tam_le@idgvietnam.com

DemoMobile
Sept. 5-7
Hilton La Jolla Torrey Pines
La Jolla, Calif.
www.idgexecforums.com/demomobile

noteworthy people

LePage



Poston

Promotions

IDG Recruitment Solutions Senior Manager, Product Development **Susan Kleene** has been promoted to national sales and product development director. "Susan will be responsible for the direction of print and online sales, as well as the further evolution of our IDG Recruitment Solutions' menu of products and services," said ITcareers VP and General Manager **Janis Crowley**. "In September 1999, Susan joined ITworld.com as manager of product development. Over the course of the year she developed a strategy for merging the three career business units of IDG to become ITcareers.com, as well as two subsequent relaunches of ITcareers.com. During her tenure at ITworld.com, Susan was promoted to senior manager, product development, and charged with managing the budget for ITcareers.com. She was responsible for setting the strategy and development for online products, as well as leading business development efforts to attract and obtain new partners. Susan will be working with the sales staff to clearly define roles as we move forward as a centralized unit."

New employees

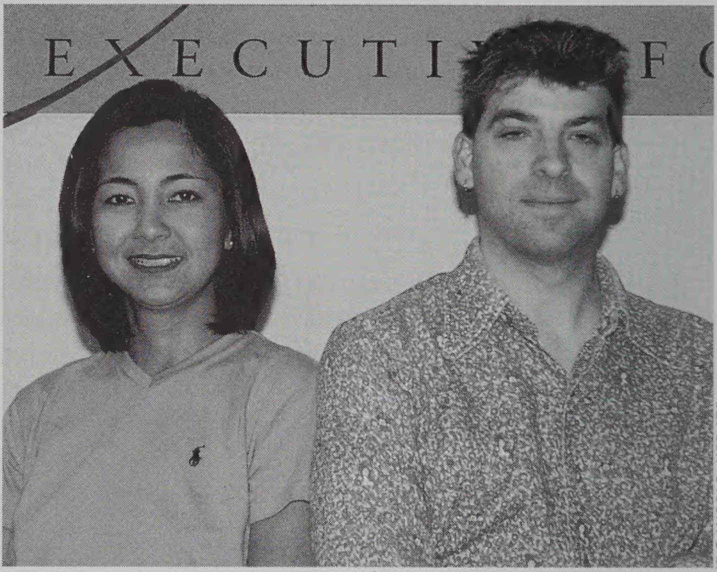
Rick LePage has been named VP of Content/editor-in-chief for *Macworld* and its Web site and will join the company in September. "Rick LePage is a highly-respected veteran of the Macintosh industry and has all the qualifications to step in as the head of *Macworld*'s editorial team," said Mac Publishing President and CEO **Colin Crawford**. "Rick's leadership will help drive *Macworld* through the industry's transition to Mac OS X." A graduate of Suffolk University in Boston, Rick has held editorial positions with *Computerworld* and *MacInTouch* as well as with *MacWEEK*, where he rose to editor-in-chief in 1996 and to publisher in 1998. In 1999 he left the publication, then named *eMediaweekly*, initially to return to *MacInTouch*, and later to be general manager for Creativepro.com, working to build an editorial-driven portal site for creative professionals. His predecessor, **Andrew Gore**, is departing the company to pursue other interests.

After working in the mailroom at IDG's 501 Second St. office in San Francisco in a temporary capacity, **Chad Poston** joins IDG Central Services as office services coordinator. In addition to providing mail services he will also assist with reception. Prior to joining IDG, Chad was a customer service specialist with Pets.com. He has studied electronic engineering for four years, is involved in the local rock-and-roll music scene and has nearly 30 tattoos.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Answering the call

Four employees honored in most recent receptionist evaluation study



***Anna Aquino** and **Matthew Nolte** are two of the four employees honored for their helpful and polite telephone manner in the most recent receptionist evaluation survey. Their colleagues **Irma Karina** and **Lavayne Harris** were unable to join them for this photo.*

Four employees at IDG Executive Forums are sharing top honors in IDG's biannual receptionist evaluation study at the company's U.S. business units. Administered by IDG's Corporate Communications department in Boston, the study is designed to help ensure that customers' first point of contact with IDG is a positive and pleasant one, according to Corporate Communications Manager **Sarah Hansen**.

Hansen works with a third-party organization that anonymously contacts each unit and asks a series of questions that might typically be asked by callers to the units including the address of the business unit, the URL for its Web site or how to reach its sales office. IDG employees are rated on the helpfulness and friendliness of their reply.

Winners in the most recent survey share coverage of the front desk phones at IDG Executive Forums in San Mateo, Calif. They are: **Anna Aquino**, registration manager; **Matthew Nolte**, front desk specialist; **Lavayne Harris**, registration manager; and **Irma Karina**, database coordinator. Each received flowers and a personal note of congratulations from IDG Chairman **Pat McGovern**.

Do you know an IDG hero?

Do you work with someone who typifies one or more of IDG's corporate values? If so, we want to hear about them! Please send nominations, along with a brief description (even a couple of sentences will do!) of what makes this person a hero, to world_update@idg.com. Be sure to include your own name and business unit.

IDG World Update will enter both your name and the nominated employee's name into a random drawing for a pair of $50.00 American Express gift certificates.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18

Barbara Adamson *PC World*

15

Wally Clegg *PC World*

14

Karin Reitberger *IDG Germany*

13

Judy Callahan *IDG*

12

Tracey Capen *PC World*
Mark Cappel *IDG.net*

11

Richard Willoughby *PC World*

10

Bridgett Cammarata *CXO Media*
Jan Cameron *IDG Research Services*
Chris Keall *IDG New Zealand*

9

Naoko Kanda *IDG Japan*

8

Janine Copsey *PC World*

7

Ulrike von Trotha *IDG Germany*
Maureen Whiting *ITworld.com*
Roy Kops *PC World*

6

Hideki Kojima *IDG Japan*
Stephen Wright *IDG New Zealand*
Ulla McGee *PC World*

5

Jim Burgyone *CXO Media*
Laurel Heske *IDC*
Faith Wardle *PC Advisor*
Kate Godfrey *PC World*

4

Steven Reddington *IDG New Zealand*
Gabrielle Green *PC World*

3

Elias Plastiras *IDG Australia*
Kathryn DeCarlo *IDC Canada*
Jean Gasbarro *IDG International Publishing Svcs.*
Kathleen Bird *IDG List Services*
Ivy Or *IDG Hong Kong*
Takayoshi Ouchi *IDG Japan*
Andrew Milroy *IDC U.K.*
Jess Reid *PC Advisor*
Heather Morra *PC World*

2

Paul Capone *IDG List Services*
Earl Joseph *IDC*
Motohiro Miura *IDG Japan*
Bruce McCurdy *PC World*
Julie McKie *PC World*

1

Sharon Kurcin *CXO Media*
Alison Bass *CXO Media*
Amy Letichevsky *IDG World Expo*
Dorothy Malone *IDG*
Lisa Shishido *IDC Australia*
Lee Ja-Hyun Grace *IDC Korea*
Ryan Meith *IDG Games Media Group*
Jens Iversen *IDG Denmark*
Lauren Abernathy *IDC*
Gloria Aguinaga *IDC*
Alfredo Distefano *IDG Italy*
Katia Trespidi *IDG Italy*
Irma Kartina *IDG Executive Forums*
Mary Valovic *Network World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Just 61 days left!

Send your entries for the IDG Photo Calendar Contest by Sept. 14 to the World Update address on this issue's back page. Limit two entries per employee. Contest details are on www.idgworldupdate.com

East Coast employees raise thousands in AIDS Walk

(Top row, l-r): Jared Butson, IDG Training and Development Specialist ***Laurie Parsons****, Carolyn Guberman, John McKean. (Bottom row, l-r): Julie Levesque, IDG List Services President* ***Deb Goldstein****, IDG Research Services Senior Research Analyst* ***Jen McKean****.*

IDG employees raised $7,773, including matching funds from the company, in the 16th annual Boston AIDS Walk on June 3.

Altogether, the event collected more than $2 million that will benefit the AIDS Action Committee and a dozen other AIDS service groups in Massachusetts.

In addition to the employees pictured above, IDG walkers included team captains Vice President/Consulting **Rebecca Segal** and Access Group Manager **Ellen Friedman** of IDC and Sales Operations Manager **Maureen Roberti** of Computerworld. **Allison Stamm**, director of competitive analysis for IDG Research Services, also raised money and served as a team captain.

For more details on the walk go to www.aidswalkboston.org.

celebrating 10!

Name
Jan Davis

Home
Sunnyvale, Calif.

Joined IDG
I started on May 1, 1990, as a Sales Associate at *InfoWorld*.

Career path
About a year after I was hired, I became the assistant to the Western advertising director. After that I spent three years working in various administrative positions in regional and national sales. Then I spent four years in Finance, first as contract administrator, then as sales and market analyst. A little over three years ago I had the opportunity to move back to sales.

Current job
Sales Administration Manager, Western Region. My responsibilities include administrative support for Associate Publisher / Western Ad Director **Marc Calvanico** and his sales staff, weekly status reports for the executive management team, maintenance of account lists and share-of-market reports for all the sales staff.

Best part of your job
The variety of responsibilities and the really great people I get to work with.

Memorable moment at work?
One thing I will never forget is having **Pat McGovern** turn to me at the beginning of our dinner at the Ritz-Carlton and say, "So, Jan, I understand you're raising frogs." It was a great icebreaker and made everyone at the table relax, but it was the last thing I expected to be talking about.

What's kept you at IDG for 10 years?
Working for a company where I feel like what I do is important and appreciated.

Interests outside the office
Reading, needlework, working in my house and yard.

Most rewarding thing you've ever done
When I was 16 I spent the summer giving physical therapy to a woman who had been severely injured in a car accident, couldn't walk and was wearing a back brace. By the end of the summer she had started walking on her own and was only wearing the back brace part time.

Last good deed
Rescued a stray cat who was living under our house and found him a good home.

*IDG Chairman **Pat McGovern** escorts InfoWorld's **Jan Davis** to dinner at the Ritz-Carlton in San Francisco in honor of her 10 years of service to InfoWorld.*

Your idea of a perfect day alone?
A good book and a warm sunny spot to enjoy it.

One possession you'd grab if your house were on fire?
After I made sure my mother and pets were safe - the family pictures.

Favorite vacation spot?
Still looking.

What others can't tell just by looking at me
My maternal grandmother was a silent film actress.

If you won the lottery tomorrow, you would
Buy my mother a new car, pay off my home and then travel.

Retirement dreams?
No deadlines! And the time to do all the needlework projects I have at home.

Manager's profile
"Jan has demonstrated her versatility during her tenure with InfoWorld, holding positions in both Finance and Sales. No one knows her way around a spreadsheet like Jan. Recently, she was promoted to Sales Administration Manager for the Western sales region while still retaining some of her responsibilities from her Sales and Market Analyst role. The just-completed sales meeting for the region was a success with her careful coordination of the details. It's great to have such a long-time contributor to IDG on the InfoWorld sales team."

—Marc Calvanico, associate publisher, InfoWorld Media Group

and finally.

The editors of *IDG World Update* would like to thank the following people who contributed information and assistance for this week's issue.

Sharon Cordesse, *Macworld*
Agnieszka Cybulska, *IDG Poland*
Amy Dalton, *PC World*
Deb Goldstein, *IDG List Services*
Stephen Graham, *IDC Canada*
Charlie Greco, *IDG World Expo*
Matthew Nolte, *IDG Executive Forums*
Frank Quinn, *Scope Communications Group*

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Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees.

The staff can be reached at 3 Post Office Square, 4th floor, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on at www.idgworldupdate.com.

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IDG Games Media Group's white paper offers in-depth look at industry

The race for dominance is on in the 2002 gaming industry, with Sony and Nintendo neck and neck at the lead and no one counting out a surprise finish by dark horse Microsoft. Gaming industry marketers can assess the odds by reading IDG Games Media Group's *2001 Industry White Paper — Place Your Bets: The Race for 2002*.

IDG WORLD UPDATE

(L-R) : ***Wes Nihei**, **John Rousseau**, **Kristin Shackelford** and **Francis Mao** of IDG Games Media Group with their ninth annual white paper. And yes, those are arcade games in their office suite!*

Among the outtakes from the report: 2000 and 2001 have been transitional years for the gaming industry. Calling a halt to production of its Dreamcast system, Sega morphed from hardware maker to software engineer, while Sony's PlayStation 2 launch couldn't handle the hype or the parts shortage, despite shipping 500,000 units at its launch, more than any other manufacturer ever has. Nintendo rode the coattails of Pokemon and its handheld monopoly GameBoy, and PC gaming grew 8%, thanks to Electronic Arts' hit "The Sims." There is a sense of optimism about 2002, tempered by possible hardware shortages for Sony, Nintendo and Microsoft.

The ninth annual *White Paper,* released in June, is the result of more than six weeks of face-to-face recorded interviews with 40 gaming industry experts,

continued on page 4

PC World global meeting focuses on building business

> *"It was great to see the high degree of focus from every attendee. All the discussions during the breaks were about how to increase business."*
>
> *— Raimon Gort*

Converging on Miami to discuss the state of the PC market and how to strengthen the *PC World* brand, 84 representatives from IDG business units worldwide shared ideas at the latest annual PC World Product Line Meeting. The May 30 to June 2 meeting was the first organized by IDG Netherlands since the business unit assumed responsibility for the PC World Global Product Support Center late last year.

The agenda was chock-full of content, with nine general sessions and 17 small-group discussions. "It was great to see the high degree of focus from every attendee," said IDG Netherlands Managing Director **Raimon Gort**. "All the discussions during the breaks were about how to increase business."

Alexandra Martinez, IDC Latin America's program manager for IT Hardware Resaearch set the tone with a very well-received presentation ("an absolute

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IDG WORLD UPDATE

*IDG Global Solutions (IGS) Business Development Manager **Diane Pickett**, IGS/EMEA Senior Manager/International Sales **Shane Hannam** and IGS Director/International Accounts **Martha Becquer** talk shop at the PC World Product Line Meeting.*

IDG Ventures Europe announces first investment

Four months after setting up shop in London, IDG Ventures Europe (IDGVE) this month announced its first investment. The company is participating in an £8.7m (US$14.4 million) investment round in ClarITeam, a Paris-based managed service provider (MSP) specializing in IT Quality of Service. The investment was made alongside Apax Partners Group and Viventures Partners and drew increased support from existing investors Innovacom, Dassault Développement and Soffinova.

From left: IDG Ventures Europe managing partners ***Ajay Chowdhury***, ***Chris Smart*** and ***Kit Gould*** recently announced their first investment in a Paris-based managed service provider startup.

According to IDGVE Managing Partner **Chris Smart**, ClarITeam takes a unique approach by focusing on the impact of IT performance on corporate business processes. Its solutions allow non-technical business managers to appraise business process performance while allowing technical staff to monitor and diagnose IT asset availability and performance.

"ClarITeam's solution answers a strong need in the market, especially in the current climate where efficiency and cost reduction are important," Smart said. "We believe this is a strong team able to tackle growth on a global basis."

ClarITeam was launched in May 1999 by CEO Nicolas Kourim, previously general manager and CFO of Group Siemens Nixdorf in France. The capital raised in this round will enable ClarITeam to fund its expansion into the U.S. and increase penetration in the already established European market.

IDG Ventures Europe is focusing on investments in information technology start-up companies that are seeking capital to fuel growth and expand operations. The fund will continue to invest on a pan-European basis in a wide range of technology and service sectors, including wireless, networking, content, service management and e-commerce enablers. The group is on target to review approximately 1,000 proposals in its first full year of operation. Smart said the company will likely announce two more investments in the next few weeks.

Worldwide, IDG Ventures has more than $580 million under management through funds in China, the U.S. and Europe. More information about IDG Ventures Europe is available at www.idgve.com or by contacting Chris Smart at chris@idgve.com.

Ready, set, grow

IDG Ventures identifies three stages of involvement with a company in which it invests. They include: 1) identify, assess and invest in early-stage technology companies; 2) help the companies grow and gain in value by providing guidance and direction; and 3) realize a return on the investment with an exit — typically through an IPO or sale of the company to another company.

While the timeframe varies, according to IDG Ventures Europe Managing Partner **Chris Smart**, the typical length of involvement with a company is approximately four years.

Smart said IDG Ventures targets companies at an early stage of their development where further investment is likely to result in significant international growth.

Coming up

LinuxWorld Conference & Expo
July 25-27
Beijing International Convention Centre
Beijing
www.linuxworldchina.com

IDC's Enterprise ServerVision
Aug. 1
Ritz-Carlton
Half Moon Bay, Calif.
www.idc.com/Events/esv01/default.htm

CIO 100 Symposium & Awards Ceremony
Aug. 12-14
Del Coronado Hotel
San Diego, Calif.
www.cio.com/conferences

IDG U.S. Sales Meeting
Aug. 15-19
Del Coronado Hotel
San Diego, Calif.
Contact: **Marion Kibbee**
marion_kibbee@idg.com

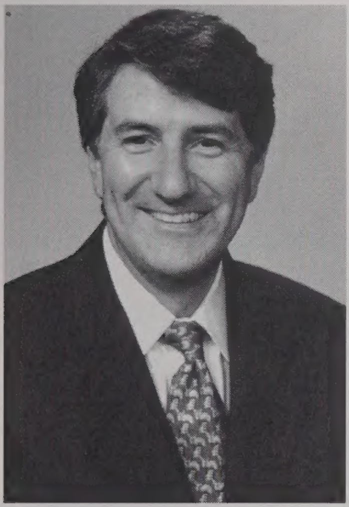
Vietnam Computerworld Expo
Aug. 16-19
Ho Chi Minh City, Vietnam
www.idgvietnam.com
Contact: **Tam Le**
tam_le@idgvietnam.com

LinuxWorld Conference & Expo
Aug. 30 - Sept. 1
Taipei International Convention Center
Taipei, Taiwan
www.linuxworld-tapei.com.tw

DemoMobile
Sept. 5-7
Hilton La Jolla Torrey Pines
La Jolla, Calif.
www.idgexecforums.com/demomobile

executive Q and A

Kelly Conlin
The president and CEO of IDG is this week's columnist. He may be reached at kelly_conlin@idg.com.



> *"The decision by Standard Media to take on outside investors and outside board members requires that IDG treat this not as a wholly owned IDG operating company but as an investment, and that IDG's decisions regarding Standard Media be guided by what is in the best economic interests of our shareholders, including the many IDG employees who participate in the ESOP and ISOP programs."*

Q **I heard that Standard Media International, the publisher of *The Industry Standard*, has retained an investment bank to evaluate its strategic alternatives. Is that true, and what does that mean for IDG's involvement with the company?**

A In early 2000, *Industry Standard*'s management made a recommendation to become independent of IDG. To that end, the company sought investors outside of IDG, and six institutions took equity stakes in the company, reducing IDG's stake to less than two thirds of the fully diluted shares. The expectation of management, and rights of these investors, was to take Standard Media public as an exit route for this investment.

During 2001 there has obviously been a severe correction to the business environment in general and *The Industry Standard* publication category in particular. The company, while profitable in 2000, will in 2001 consume the cash it received from its investors and is now in need of additional capital. With the IPO window currently closed, the company must seek alternative sources of ongoing financing.

It's a story familiar to anyone who reads *The Industry Standard*: a venture-backed enterprise with lots of promise, now facing a severe market correction and looking to raise another round of capital.

The board of Standard Media, on which IDG holds a minority of the seats, determined that an investment banker should be retained to help the company objectively review its alternatives, seek financing based on the best possible market terms and create the highest return for all shareholders. The investment bank Allen & Co. was chosen by the board for this assignment.

The decision by Standard Media to take on outside investors and outside board members requires that IDG treat this not as a wholly owned IDG operating company but as an investment, and that IDG's decisions regarding Standard Media be guided by what is in the best economic interests of our shareholders, including the many IDG employees who participate in the ESOP and ISOP programs.

Q **How is IDG overall faring in this market?**

A The confluence of the dot-com meltdown, the pullback in corporate spending and the overinventoried channel have made this year one of the toughest ever for the tech industry.

IDG's product and geographic diversity — and our history of perseverance through good and bad market cycles — help shield us from the fate of companies less diversified.

Our revenue forecast now calls for the U.S. publishing market to be the only sector that reports revenue declines this year. Revenue growth among our Asia Pacific and Latin American companies is expected to grow 16% in both regions. In Europe, revenue growth this year is forecast to be about 8%, and among U.S. business units, overall revenue is forecast to decline 4%.

Some context for those numbers. First, the growth rates have declined each quarter of the year, and so IDG, like the rest of the market, is now bracing for some very tough quarters. Second, the business plans this year were written during the ebullient summer of one year ago, and so were built on the assumption of continued robust growth — adjusting our expense levels to this softening top line has been a constantly moving target this year. Now that it is clear that there is no quick recovery in sight, we can build business plans for next year that accommodate the current environment as we hunker down to weather this storm.

Over 37 years IDG has, of course, been buffeted by previous market declines, but we have used those periods for retooling and renewal — in fact some of our most successful business units were created in past down markets. Having just reviewed plans for our businesses in Asia and Europe in the last two weeks, we can assure you that tradition is still in evidence.

When revenue levels are so uncertain — as they are likely to be for some time — our managers split their priorities between stringent expense management and aggressive customer contact. And by continuously asking the questions: how do we increase the value and relevance of the information services we provide? And how do we help our customers accomplish their key business priorities?

Through good and bad markets, focusing on those key questions ensures that our business will remain the world leader in this dynamic, stimulating and always changing market.

If you have a question you would like Kelly Conlin to address in an upcoming column, please send it to world_update@idg.com. Questions will be forwarded anonymously.

GamePro.com signs deal with e-tailer

IDG Games Media Group signed an affiliate retail agreement earlier this month with Microplay.com, the top Canadian online e-tailer of video game hardware, software, accessories and online video game rentals. Microplay is a wholly owned subsidiary of Hip Interactive (www.hipinteractive.com), Canada's largest multi-channel provider of PC games and video games.

Under the terms of the agreement, Microplay.com will become a GameStore for millions of *GamePro* buyers who purchase games online. GamePro.com's visitors will now benefit from Hip's vertically integrated retail procurement and fulfillment system and gain access to Microplay's extensive offering of PC games, video games and DVDs. *GamePro* visitors will also be able to rent PC games through Microplay's recently launched Online Game Rental Experience, all at competitive pricing and shipping rates.

"Our affiliation with Microplay provides GamePro's audience, which are responsible for $2 billion in gaming purchases annually, with an easy resource to purchase games online," said President & CEO of IDG Games Media Group **John Rousseau**, and who is also publisher of *GamePro* magazine. "This affiliation is one of many partnerships that *GamePro* is involved in to best serve its audience of gaming enthusiasts and help propel GamePro.com to new heights."

GamePro

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from developers and publishers to retailers and visionaries. The interviews were conducted by **John Rousseau**, president and CEO of IDG Games Media Group and publisher of *GamePro* magazine; **Wes Nihei**, vice president of Games Media and *GamePro* editor-in-chief; and **Francis Mao**, Games Media senior vice president and *GamePro* director of editorial and creative services.

The resulting 121-page report offers an in-depth look at the electronic entertainment industry, including the upcoming launches of the next-generation consoles Microsoft's Xbox, Nintendo's GameCube and Game Boy Advance, the PC market and online gaming. It also includes statistics from international marketing information firm, the NPD Group, Inc., on gaming hardware and software sales, distribution, installed base and more.

"The popularity of games is attracting mass-market appeal," Rousseau said. "As the industry gears up for the uptick during the December holiday season, it is more critical than ever to have this invaluable insight into the minds of the brightest leaders in the industry. Many of the executives in our industry use the report to help shape their business plans for the next few years. So if they are successful, we are successful."

A white paper is a research document that focuses on a market or one aspect of a market. It can be either content- or data-focused.

According to *White Paper* Project Manager **Kristin Shackelford**, the audience for the report is made up of video game publishers and developers, gaming-related media, ad agencies, and venture capitalists. "Anyone who wants to learn more about the industry," she said.

Two thousand copies of the *White Paper* are printed, and about 25% are sold into the industry. Additional copies are used by the Games Media Group as marketing and sales research tools, and complimentary copies are given to *White Paper* participants and to others within the industry – including Games Media's sister electronic entertainment publications within IDG — to encourage new participants in the future. (**Joerg Langer**, editor-in-chief of IDG Entertainment Verlag's *GameStar*, was a *2000* and *2001 White Paper* contributor.)

> *"Many of the executives in our industry use the report to help shape their business plans for the next few years. So if they are successful, we are successful."*
>
> *— John Rousseau*

"It sells itself," Shackelford said. "Marketers and people within the industry are chomping at the bit to buy it. We're the only media company that does a research project like this for the gaming industry. It's a grass-roots project that's grown into a prestigious one." She added that, following the IDG Corporate Values, it acts both as way of staying close to their customers and knowing their marketplace through research.

Nine months in development, the *2001 Industry White Paper* was "one of the most interesting reports we've done to date," Shackelford said. "In a transitional year you get the best interviews and the real story of what's going on. People are more emotional, more animated about the industry and the information they're sharing and receiving when everyone's having a tough year."

"As video gaming systems become increasingly more technologically advanced with DVD hardware, Internet capabilities and lifelike graphics, capturing market share is anybody's game," Nihei said.

The *2001 Industry White Paper* is available for $249.95 online at www.gamepro.com/events/whitepaper/. For more information contact **Kristin Shackelford** at 415-978-2264 or at kshackelford@gamepro.com.

Hot topics in the gaming world

Among the findings noted in IDG Games Media Group's *2001 Industry White Paper* were the following:

◆ Total U.S. PC games/entertainment software revenue in 2000 was $1.55 billion.

◆ Wireless technology – from remote gamepads to pocket PCs — is taking hold, and many feel it could be the next big technology.

◆ While arcades continue to dwindle in the U.S., such "location-based entertainment" has never been bigger outside the U.S., especially in Korea, Taiwan and Singapore.

◆ Piracy continues to plague the industry. "We won 'Best Arcade Game' in Russia two years in a row, and we weren't even aware that we were being distributed in Russia," said Lorne Lanning, president, Oddworld Inhabitants. "Someone is making money on these games and it isn't us."

◆ While the media, politicians and the U.S. Federal Trade Commission see gaming as a way of marketing unwanted violence, most within the industry feel that the continued self-policing of its ratings system is appropriate, even though more needs to be done at the retail level.

PC World

continued from page 1

eye-opener," Gort said) by counseling the group to stay strong in the face of the downturn in the U.S. PC market, as it is just a cycle that will run its course. While there is softening demand in the consumer segment, she said, fears in the U.S. market should not be extended equally to international markets. "More than ever vendors need to manage their consumer/commercial mix and focus on product value in order to capitalize on growth opportunities," she said. "International markets show some promise of growth due to relatively low penetration, although users are increasingly cautions about technology investments as economic growth looks less certain."

Matthew Yorke, vice president/business development for IDG Global Solutions' U.K. office, gave an overview of how the small-to-medium business sector (companies with 10 to 499 employees) will drive the growth in the European IT market and how *PC World* is well positioned to serve that growing market. One inhibitor to that growth is the concern IT managers and their staff have about the pace of change and their inability to keep up. IGS is proposing ideas to vendors as to how they can help managers overcome that concern. For example, IGS has submitted a proposal to Hewlett-Packard to help better position a product category via a supplement that would be produced and inserted exclusively into nine *PC World*s in Europe.

Yorke also talked about how IGS is developing ways to tap non-IT advertising as a regular source of new revenue. IGS has hired two non-IT ad specialists, one in the EMEA region and one in the U.S., with plans to increase this number as the market permits. Cars, banks, airlines, clothing, media companies, cosmetics and tourism are all examples of out-of-category ads being targeted by IGS.

IGS has submitted a proposal to Hewlett-Packard to help better position a product category via a supplement that would be produced and inserted exclusively into nine PC Worlds in Europe.

PC Welt Deputy Sales Manager **Reinhard Baum** discussed how his magazine has been very successful selling this segment and has hired several new salespeople to specifically target non-IT ads (now at approximately 14.6% of *PC Welt*'s total advertising revenue), up from 4.5% in FY97-98. Given that it is very important to have salespeople who have good contacts within ad agencies, *PC Welt* has hired an external non-IT ad sales team that has offices in the four German cities where the largest ad agencies are based. Baum noted that having non-IT ads helps boost a publication's image and gain more ad customers overall.

IDG WORLD UPDATE

PC World China Editor-in-Chief ***Lin Runhua*** *(center) and PC World China Test Center Director* ***Zhu Bo*** *talk to colleagues* ***David Fernando****, publisher of PC Advisor and PC Advisor Deputy Editor* ***Emma Northam*** *between sessions.*

PC Advisor U.K. Publisher **David Fernando** discussed how his company surveys 1,500 readers monthly to get input into which cover design would be most likely to compel them to purchase the magazine on the newsstand *(see IDG World Update, June 18, 2001)*. Fernando said the easy-to-use and inexpensive-to-install software tool that's used to collect and analyze the data is available to any interested *PC World* title. He also talked about *PC Advisor*'s new initiative to capture market share by publishing supplementary magazines.

Michael Klein, editor-in-chief of *PC Welt* in Germany, described how the magazine has battled against *Chip*, a well-funded competitor. *PC Welt* implemented a range of countermeasures and proceeded to grow *PC Welt*'s paid circulation. While conventional wisdom holds that newsstand sales will increase if an issue has a covermount, *PC Welt* tried the opposite. In February, *Chip* carried two CD-ROMs and *PC Welt* had one, but the *PCW* staff also did an additional print run to produce more issues that did not include a CD-ROM and were one-third the regular price. The result: combined sales of the issue with the CD and the additional issue without the CD was 30% higher than *Chip*'s sales that month.

Presentations from the meeting will soon be available on the PC World Global Content Web site (http://global.pcworld.com). Contact PCW Marketing Coordinator **Karen Grayson** at karen_grayson@pcworld.com to obtain a login and password. For more details about the meeting, contact Raimon Gort at rgort@idg.nl. Next year's meeting is planned for May 15-17 at a location to be determined.

PC World previews enhancements

PC World U.S. Editorial Director **Kevin McKean** gave the audience a preview of the print redesign of *PC World*, which will debut in August with the September issue. While little of the core content has changed, the regular departments, columns, reviews and features have a more concise and businesslike look.

Among the new features soon to be unveiled is a star-based ranking system for product reviews and an improved system called "Find-It" for Web links, which now appear in blue ink for better visibility. Long URLs that would have been awkward to list in their entirety in print are condensed to a five-digit code that makes it easy for readers to get to printer drivers, software patches and other items – for any Web address, not just those on PCWorld.com – that tend to have complicated URLs.

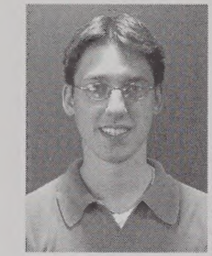
noteworthy people

JILL FIORETTI

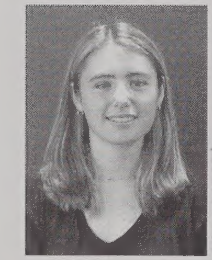
Lambert

JILL FIORETTI

Mizoras


JILL FIORETTI

Spaulding


JILL FIORETTI

Johnson

IDG WORLD UPDATE

Fricke

New employees

IDC's Access Group in Framingham welcomes Associate Analyst **Brian Lambert**. He recently graduated from the University of Rochester in Rochester, N.Y., with a B.A. in economics and political science. Off-hours Brian enjoys skiing, biking and camping.

Meghan Mizoras has joined IDCInquire as an inquiry analyst. She graduated in May from the University of Connecticut in Storrs with a B.A. in sociology and previously worked as a leasing consultant for AvalonBay Corp. In her spare time she enjoys playing soccer and tennis and cheering for the Boston Red Sox and UConn Huskies basketball teams.

After a month-long backpacking trek through five countries in Europe, **Jason Spaulding** has also joined IDC's Access Group as an analyst and account manager. He previously worked as an intern with IDC's Services group. Jason graduated in May from Babson College in Wellesley, Mass., with a B.S. in marketing.

Heather Johnson has signed on as an inquiry analyst with IDC's Communications group. Before she graduated in May from Boston University with a B.S. in business management, Heather spent some time as a marketing assistant with Mindfire Media, a Web development company. Hiking, skiing and travel area among her interests.

IDC Japan has hired **Takashi Miki** as a research manager in its PC division. He was previously a manager at Motorola's Tokyo Consumer Research Center. A graduate of the University of Chuo with a B.A. in law, he enjoys listening to polyphonic classical music.

Michelle Torrey has joined Computerworld's San Mateo, Calif., office as a field marketing executive. She was recently a regional sales manager for Imagine Media. Michelle has a B.S. in sociology from Northern Arizona University in Flagstaff, Ariz., and enjoys mountain biking and snow boarding. She recently wed her high school sweetheart after a 13-year courtship.

IDG World Expo in Framingham has hired **Sarah Hindmarsh** as marketing coordinator for the Macworld Conference and Expo. She was previously a field marketing coordinator with Adero, Inc., a content delivery network company. She earned a B.S. in sociology from Gettysburg College in Gettysburg, Pa., and likes to sail and ski.

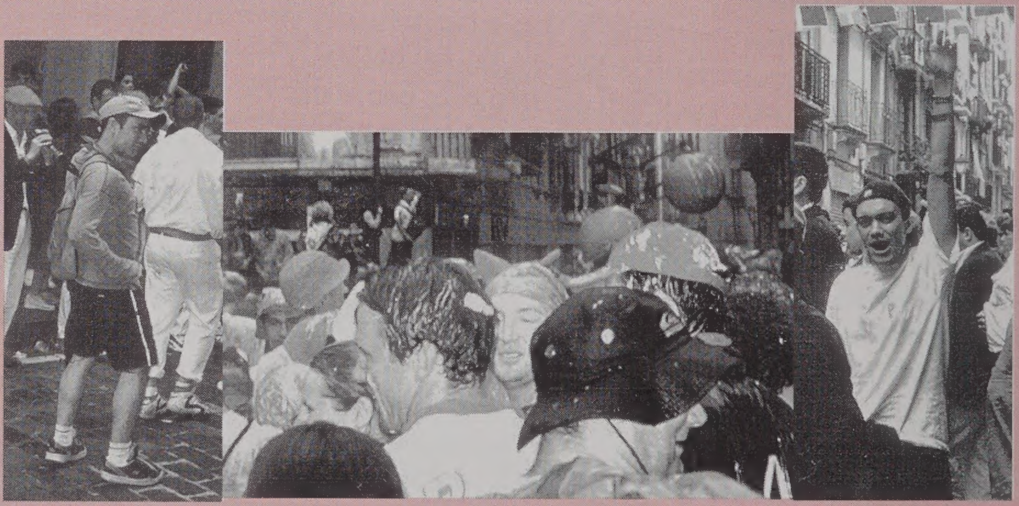
Public Relations Director **Brooke Selby** comes to IDG World Expo in Framingham from her role as manager with Citigate Cunningham. She graduated from St. Lawrence University in Canton, N.Y., with a B.A. in fine arts and enjoys travel, trekking – including whitewater rafting on the Zambezi River in Zimbabwe ("occasionally terrifying") — and playing with her chocolate labrador Hobson.

Returning employees

Previously director of national accounts with IDG Marketing Services (now IDG Global Solutions) before leaving to work as director of research for Techrepublic.com, **Steve Fricke** returns to the IDG fold as senior director of business development with IDG Executive Forums in San Mateo, Calif. He holds a B.S. in psychology and sociology from Rutgers University in New Brunswick, N.J., and enjoys motorcycle road trips and travel to exotic places.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

In Pamplona, it's easy to be bullish on the market



Matt Dunn Terry Cummings

Europe's biggest street party was attended this year by two of IDC U.K.'s finest, Research Associate **Matt Dunn** and Marketing Executive **Terry Cummings** from the European Systems Group. The pictures above depict much general merriment and dancing, though upon close inspection one might be able to tell that the participants are drenched in champagne, flour, eggs, ketchup and anything else the crowd could throw. The Spanish festival, famous for the running of the bulls, occurs once a year in honor of the town's patron, Saint Fermin. Matt and Terry spent two days awake fueled only by Spanish omelettes and sangria, just so that they could make sure they were on the road early enough to run with the bulls.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

16
Daniel Sommer *InfoWorld*

14
Kevin Burden *IDC*

13
Tammy O'Sullivan *PC World*

12
Claire Scanlan *IDC U.K.*

11
Wally Palmer *InfoWorld*

8
Quan Zhou *IDG Asia*
Erin Wayman *IDG Communications*
Dana Thorat *IDC*

7
Jeff Bodenmann *IDG Global Accounts*

6
Lorraine Rivell *IDG*
Catherine Spence *IDG Global Solutions*

5
Sean McDonald *PC World*
Andy Burrell *CXO Media*
Morris Effron *IDG International Publishing Services*

4
Amy Dalton, *PC World*
Kevin Burt *IDG Communications*
Natalie Vercauteren *IDG World Expo*
Johanna Duffe *Mac Publishing*

3
Davy Adams *IDG Australia*
Kate Coldwell *PC World*
Dawn Chaisson *IDC*
Meredith Whalen *IDC*
Betty Kapsalis *IDC*
Linda Mulkigian *IDC*
Ron Glaz *IDC*
Liz Miller *PC Advisor*

2
Robert Jackson *PC World*
Alexandra Krasne *PC World*
Sheila Morales *PC World*
Barbara Duphily *IDG*
Shamsuddin Mahmud *IDC*
Barbie Cordero *IDC*
Mori Hideyuki *IDG Japan*
Patrizia Fiscale *Network World*

1
Aislinn Connelly *IDG Australia*
Leigh Henry *IDG Australia*
Jon Surmacz *CXO Media*
Ed Prewitt *CXO Media*
Lisa Stevenson *CXO Media*
Ashlee Vance *IDG News Service*
Jennifer Mack *IDG Communications*
Carol Dinerstein *IDG World Expo*
Karen Chong *IDG Global Communications*
Amy Bibace-Smith *IDC*
Jessica Goepfert *IDC*
Eric Haruki *IDC*
Amy Maldonado *IDC*
Anna Toncheva *IDC*
Elizabeth Farrand *IDC*
Wendy Moldauer *IDC*
Marc Pramuk *IDC*
Kathy de Haan *IDC Benelux*
Eunice Seah *Computerworld Singapore*
Choong Chau Sim *Computerworld Malaysia*
Betsy Bellar *ITworld.com*
Doug Loyer *ITworld.com*
Susan Voelkel *Mac Publishing*
Doug Detlefsen *Mac Publishing*
Mark Brown *PC Advisor*
Vipul Bhargava *IDC Australia*
Tan Kuan-Bee *IDC Singapore*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* a world_update@idg.com.

Have you submitted a photo for the IDG Photo Calendar Contest?

Entries are now being accepted for the 18th annual IDG Employee Photo Calendar Contest. The contest is open to all IDG employees worldwide. Twelve masterpieces will be selected for inclusion in the calendar that is distributed to all IDG employees worldwide at the end of the year. Here are the rules:

1. Submit up to two color or black-and-white prints or 35-mm slides that you have taken of any subject. Digital photos may be submitted only if printed on photographic quality paper. No panorama-width photos will be accepted.

2. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photograph(s). Note: Please do not write directly on the back of photos! A business card taped to the back of the photo works well. **Photos will not be returned.**

3. Entries must be received by **Sept. 14**. Send your entries to: *IDG World Update*, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A.

4. First, second and third place winners receive $250, $150 and $100, respectively.

6. Questions may be sent to *IDG World Update* at world_update@idg.com.

IDC's Terri Bergstrom marks 25 years

LESLIE BACHAND

*(L-R): Scott Bergstrom, age 8; Sales Representative, Enterprise Consulting Sales **Liz McPherson**; **Terri Bergstrom**; Annelise Bergstrom, age 2; David Bergstrom and IDC President & CEO **Kirk Campbell**.*

Co-workers of IDC Vice President/Enterprise Consulting Sales **Terri Bergstrom** organized a surprise party last month in honor of her 25 years of service to the company.

Bergstrom began her IDC career working at the library while she was in high school, 20 hours a week during school, full-time in the summer. During the celebration she received a Tiffany clock from IDC President & CEO **Kirk Campbell** and 25 red roses from IDG Chairman **Pat McGovern**; both gifts are an IDC tradition for the 25-year mark. Currently Director of Telecommunications **Ann Clark** is the longest-tenured IDC employee with 27 years this coming October.

off line for fun

Last month, IDG World Update asked you to share your best tips for enjoying a quick, 5-minute break from the stresses of the workday. From daydreaming to doodling to drinking tea, IDGers appear not to be at a loss for ways to decompress. Below are six of our favorites. Each of these "travelers" will receive a World Update t-shirt. Congratulations to ***Cheryl Beattie*** *of IDG Travel Services whose name was picked in a random drawing to recieive an IDG beach bag filled with summertime goodies. For even more ideas for recharging your batteries, check out this feature on World Update Online (www.idgworldupdate.com). And now, sit back, read on and enjoy the scenery -- no passport required!*

Italian interlude

My version of a 5-minute vacation is a 3-D mind movie with sights, smells and sounds. I imagine myself back in Florence in a 16th century villa sitting up in the hills overlooking the city as the sun is setting over the Arno. I have an unobstructed view of the red tiled roofs and the cuppola of Brunschelli's incredible dome. There are fresh herbs growing in the garden which give off their wonderful scents, and I have a glass of the famous Tuscany wine with some fresh figs and cheese nearby. In the distance I can hear the bells in the Bell Tower ringing the evening to a close. This is heaven, this is my getaway. This is always guaranteed to get rid of the blues, a great natural cure for whatever ails you. Take this mini 3-D vacation yourself and then hurry and call your travel agent!

Cheryl Beattie*, IDG Travel Services, Framingham, Mass.*

Eye on the sky

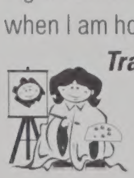
My office overlooks a small marsh behind the parking lot of our building. Seeing several hawks and herons this spring inspired me to bring in a pair of binoculars. It's easy to get caught up in your workday, and seeing hawks circling in the sky is a quick reminder to take a break and enjoy a wildlife moment. I just grab the binocs and bird watch until they fly out of view. It's refreshing on so many levels and helps clear out some of the mental clutter, especially on the busiest days.

Laura Carpenter VanWinkle*, media development manager, Hungry Minds, Inc.*

Homeward bound

As a devoted father of two beautiful girls my ideal 5-minute vacation is planning time with them. My typical getaway would begin by putting my chair back and my feet up as I envision the dual hug I get from my girls every night when I get home. At the ages of 7 for Kingsley and 3 for Isabel, I am still idolized by them. While this lasts I want to make sure that I take full advantage of the moment. Kingsley and Isabel love to craft, color and read so after my hug I start to imagine what project would keep them engaged and stimulate their abilities. The exercise keeps me and them thinking about staying creative. It also is a guaranteed way for them to know that when I am home with them that is where I want to be.

Tracy Floyd, *sales director, Hardware/Telecom, IDC*



Down and dirty

When the AC quits working, and the stale heat surges at 3 Speen, I pull out a pad and start to draw. Little blocks and circles mark where my flower and vegetable plots lie. I doodle in new exotic plants, trellises and arches, ponds and bridges, fantasizing about the glorious gardens belonging to Monet's Giverny or of the rolling historical beds of Sturbridge, Mass. I wonder how their designs could influence my own little plot of earth. I no longer hear the mutterings of my overheated coworkers, with fingers deep in cool soil, refreshing breezes whisper, and birds sing to each in nearby oak trees, I am home. Crabgrass and beetles are no longer covering and devouring my crops. No mosquitoes are feasting on me. Only perfect tranquility. Then the phone rings, the pad gets thrust in a drawer, and I am hot again and back to work.

Erika Blake*, Technical Support Specialist, IDC*

Climb every mountain

I sit back and relax with my eyes closed and I imagine that I am climbing to the top of a mountain. It only takes me a few minutes to reach the top. Then follows the good feeling of being there. I am enjoying the view and I am breathing the pure, fresh air. When I open my eyes again, I am totally relaxed and convinced of the fact that it is possible for all of us within IDG to reach the top, again and again. Something that gives you the right amount of motivation to go after all those chances in the market. I know that they are out there and we are aiming to get them all!

Johan Scheffel*, sales manager, IDG Netherlands*

Picture perfect

When I need a 5-minute vacation I simply look right and left at the postcards and photographs tacked to my cubicle walls, and power up my imagination. If I'm particularly powerful, I can go five different places, spending a fast, but stress-free, minute in each. Postcards allow me to transport myself to sunny Florida, to the face of the moon (when I really need to get away) or to the Space Shuttle where I eat yummy freeze-dried food and weigh a lot less. Photographs of favored places include St. John in the U.S. Virgin Islands where I bask in the sun with a rum drink in hand surrounded by gorgeous men, or Fenway Park, if I'm in the mood to stay a little closer to home, where I imagine myself watching the Red Sox face my beloved Cardinals in the seventh game of the World Series.

Nancy Weil*, IDG News Service (Boston)*

and finally..

The editors of *IDG World Update* would like to thank the following people who provided information and assistance for this week's issue:

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Raimon Gort, *IDG Netherlands*
Kristen Shackelford, *IDG Games Media Group*
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Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 3 Post Office Square, 4th floor, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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InfoWorld CTO Forum fosters community among key constituency

Second annual invitation-only event promotes peer-to-peer exchange, problem solving

Bob Magnuson, *CEO InfoWorld Media Group (l), congratulates CTO of the Year, Bill Raduchel, CTO AOL/Time Warner. InfoWorld's second annual CTO of the Year award ceremony was a highlight of the CTO Forum.*

It was a meeting of like minds at InfoWorld Media Group's CTO Forum held last month in San Francisco. The three-day meeting gave more than 250 chief technology officers from companies large and small the chance to talk trends, exchange ideas and build relationships with their peers.

Chief technology officers "walk a fine line between technology and a company's business direction," said **Debby Courtney**, InfoWorld director of conferences and events. "They face both technical challenges and financial ones as they try to determine which technologies will move their company forward technologically while remaining economically sound."

And they usually do all that in a vacuum, which is why the CTO Forum performs a valuable service. "Every company has one CTO and that's it," Courtney said. "It's not like they can walk down the hall and talk to another CTO. The CTO Forum gives them peer-to-peer exchange and a chance to brainstorm with people who have like problems and find out where the industry is going."

More than eight months in the planning, the second annual Forum was organized by InfoWorld's Events department with assistance from the marketing, editorial and audience development departments. Attendance was by invitation only. Potential

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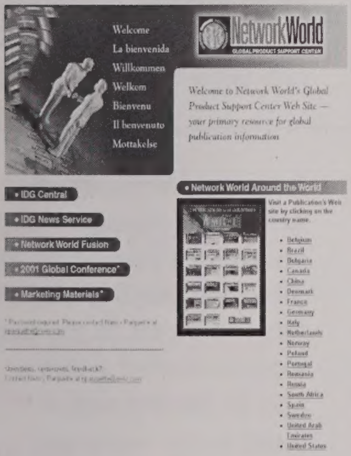
Network World Global Product Support Center Web site goes live



Welcome
La bienvenida
Willkommen
Welkom
Bienvenu
Il benvenuto
Mottakelse

Welcome to Network World's Global Product Support Center Web Site — your primary resource for global publication information

- IDG Central
- IDG News Service
- Network World Fusion
- 2001 Global Conference*
- Marketing Materials*

Network World Around the World

Visit a Publication's Web site by clicking on the country name.

- Belgium
- Brazil
- Bulgaria
- Canada
- China
- Denmark
- France
- Germany
- Italy
- Netherlands
- Norway
- Poland
- Portugal
- Romania
- Russia
- South Africa
- Spain
- Sweden
- United Arab Emirates
- United States

IDG's worldwide Network World product line now has a Web site to call its own. Created by Senior Graphic Designer **Judy Schultz** and Web Producer **Sean Landry**, both of *Network World* U.S., the site – located at www.networkworld.com/gpsc/ — is intended to foster communication among IDG's 22 networking titles.

"Because we meet only once a year, we hope this site will allow the *Network World* community to keep in touch, share ideas and address issues on a regular basis," said **Nancy Parquette**, Network World Inc..'s corporate programs manager. "We also hope that by visiting our site, other IDG groups will gain a better understanding of the scope and breadth of the *Network World* product line."

Among the site's current features are:
- Live links to *Network World* Web sites worldwide
- A link to the IDG News Service
- A link to IDG Central

Two areas of the site are password protected:
- Presentations from the 2001 Global Product Support Center conference held in Lisbon, Portugal in April.
- PDF files of worldwide marketing materials

In addition, Parquette said she plans to launch a discussion area, announce future meetings and

continued on page 2

newsworthy in brief

PC World continues to enhance site offerings with addition of PC Pitstop

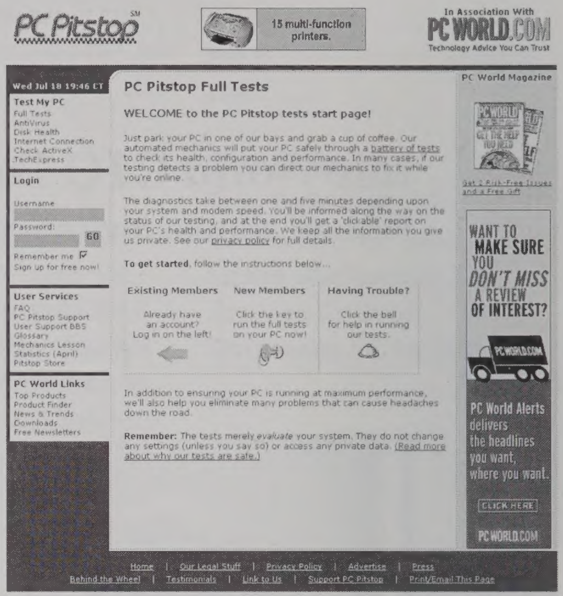
Is your PC feeling sluggish? Not enough pickup on the Internet on-ramp? *PC World* has been adding to the interactive tools and services available on its site (www.pcworld.com) and this month joined with PC Pitstop (www.pcpitstop.com) to offer a virtual service station for PCs. Users who "drive" their systems to the site for a free tune-up can get a personalized list of performance evaluations, remote diagnostics, downloadable 'autofix' patches and virus detection. The diagnostics, which take less than five minutes, are fully automated, confidential and do not affect any of the PC's original settings.

"They run tests that look at the performance of your processor, memory, hard drive, video card, and Internet connection," said **Andrew Eisner,** director, special projects for the San Francisco-based monthly. "They can also look for possible security vulnerabilities and viruses. They then put it all together and make recommendations on how to improve your computer."

Once a user has those recommendations, *PCW* steps in and presents links to *PCW* articles that will offer additional advice, how-to's, and other related material. Links to the PCW Product Finder make it easy to obtain upgrade products such as more memory or a bigger hard drive.

Users can also sign up to be PC Pitstop members. PC Pitstop will store members' test results so they can come back later and compare them to more recent tests. "Suppose you changed your video card and want to see if it affected anything else on your computer," Eisner suggested. "If you were a member you would have a baseline number to compare your new performance against."

Eisner said that PC Pitstop uses this free site to demonstrate the diagnostic technology that they license to customer service groups (Gateway Computers uses a PC Pitstop tool to help its customers solve problems).



PC Pitstop Full Tests

WELCOME to the PC Pitstop tests start page!

Just park your PC in one of our bays and grab a cup of coffee. Our automated mechanics will put your PC safely through a battery of tests to check its health, configuration and performance. In many cases, if our testing detects a problem you can direct our mechanics to fix it while you're online.

The diagnostics take between one and five minutes depending upon your system and modem speed. You'll be informed along the way on the status of our testing, and at the end you'll get a 'clickable' report on your PC's health and performance. We keep all the information you give us private. See our privacy policy for full details.

To get started, follow the instructions below...

Existing Members	New Members	Having Trouble?
Already have an account? Log in on the left!	Click the key to run the full tests on your PC now!	Click the bell for help in running our tests.

In addition to ensuring your PC is running at maximum performance, we'll also help you eliminate many problems that can cause headaches down the road.

Remember: The tests merely *evaluate* your system. They do not change any settings (unless you say so) or access any private data. (Read more about why our tests are safe.)

PC World .com users can now "tune up" their computers online at no cost thanks to a recently announced agreement with PC Pitstop.

An official PC World partner, PC Pitstop redesigned its site with the help of PCWorld.com design team. The site now has some of the same design conventions used on the PCW site. According to Eisner, the consistent design helps provide a smooth transition between the two sites, makes advertisers more comfortable with buying an advertising package that includes other PCWorld.com partner sites and helps reassure visitors that they are on a PCWorld.com partner site.

The PCWorld.com-PC Pitstop partnership includes an arrangement in which the PCWorld.com sales force can sell advertising on the partner site. "PCW reps the ads for the site and shares in the revenue," Eisner said. Advertising on PC Pitstop can be targeted at different sections, such as anti-virus, Internet-access testing and disk diagnostics, providing the *PC World* sales team opportunities to create packages of highly targeted ads across a number of PCWorld.com partner sites.

PC Pitstop is just one of several aids recently added to the *PCW* site's enhanced navigational tab structure. Also on the new Tools tab are instant Alerts, AvantGo and OmniSky services for handheld devices, newsletters, and Expert Advice online technical support. WU

IDG, eBay announce marketing, cross-promotional program

Under terms of a marketing and cross-promotional agreement announced last week, users of IDG.net may now link directly to eBay and buy technology products they read about on IDG Web sites – including handhelds/PDAs, notebooks, monitors and scanners, as well as enterprise computing products such as servers, switches and routers.

The agreement encompasses promotional banner ads, print ads and Web site sponsorships across eBay and IDG print and online properties.

"This agreement is the first step in raising awareness of the value each company brings to technology professionals who increasingly rely on trusted online resources to make purchase decisions," said **Jeff Julian**, president and publisher, IDG.net. "We look forward to continuing to work with eBay on future opportunities that provide valuable content and resources to the growing audience of technology buyers we are both committed to serving."

For more information, contact Jeff Julian at jeff_julian@idg.net. WU

Network World

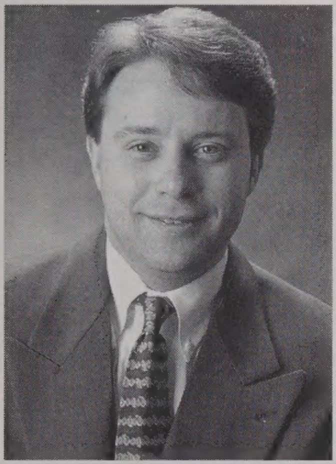
continued from page 1

register attendees online. Anyone with ideas for additions or improvements to the site is encouraged to contact Parquette.

Each IDG office that publishes a networking title will receive instructions for obtaining a user name and password. Anyone else who requires access to the password-protected information on the site may request a user name and password from Parquette at nparquette@nww.com. WU

executive Q and A

Bill Reinstein
The president & CEO of ITworld.com is this week's columnist. He may be reached at bill_reinstein@itworld.com.



"The site is organized around a philosophy of 'Now', 'How' and 'Wow.' The 'Now' is our menu of daily news in our ITnews section, 'How' is our unique site-based organization and showcasing of our almost 40 e-mail newsletter titles and authors which provides a wide spectrum of expert advice and how-to information. The 'Wow' as you might guess is our continually increasing roster of broadband content published in our powerful ITwebcast content delivery platform."

Q I have heard there have been some changes at ITworld recently. Can you tell us what some of them are?

A Following our ORB [operational review board] meeting in April, the ITworld management team began a comprehensive analysis of our organization and product set. Our aim was to determine what strategy would best position ITworld for growth over the near and long term, as well as provide the best return to IDG. At the culmination of this process, we wrote a new business plan for ITworld that would focus the company primarily on the rapidly emerging broadband interactive marketing space. That plan was approved in May, and we then undertook the difficult but necessary reorganization of the company that would allow us to achieve the focus of our business plan with an investment profile that we could all feel comfortable with.

Q Has the mission of ITworld changed?

A The core mission has not dramatically changed. ITworld.com has been working for well over a year now toward fulfilling our value proposition of "changing the way you view IT." Before the reorganization, our content aggregation, organization and display via our unique IT Taxonomy provided the primary way that our visitors and members saw critical IT information in a new and powerful way. Second to that was the more literal viewing of the hundreds of hours of informative video and multimedia content that we have been producing for almost two years. Today, our primary focus in fulfilling our brand promise is in continuing to lead the market in the delivery of broadband, multimedia content to the IT community in very unique and compelling formats. Our IT Taxonomy is still at the backbone of the public site and continues to organize and present IT news and a very wide range of informative e-newsletter content to our hundreds of thousands of unique monthly visitors. These changes combine to allow us to deliver on our brand promise to visitors and viewers while providing our advertising customers with performance-based marketing solutions across our entire product set.

With this realignment of our focus and resources, we are well poised to continue to increase our market share and leadership in the emerging broadband (streaming) content delivery market segment, which both Jupiter Communications and the Yankee Group forecast to exceed $3 billion by 2004.

Q What were some of the changes made in the reorganization?

A Primarily, ITworld in its new structure has considerably pared down its original reporting and textual content publishing activities. Specifically, JavaWorld and LinuxWorld were transferred to IDG.net where there is a good fit with their existing publishing activities and where we all believe that these important sites can grow and thrive. The ITcareers.com group has been merged together with the print sales and production teams of the IDG Recruitment Solutions business unit. This integration of the print and online sides of that business makes complete sense in today's Web and recruitment advertising markets. As well, with the launch of the new ITworld.com, we will no longer be collecting, categorizing and aggregating the content of the U.S. enterprise publications and instead will focus our team's energies and expertise on the broadband publishing activities as described above.

Q What can we expect to see on the new ITworld site and how will it be different?

A The new ITworld site represents a key tool in our ability to identify and segment a large audience of IT professionals whom we can then efficiently market to and deliver as leads to our customers. In doing so, the site is organized around a philosophy of "Now," "How" and "Wow." The "Now" is our menu of daily news in our ITnews section. "How" is our unique site-based organization and showcasing of our almost 40 e-mail newsletter titles and authors that provide a wide spectrum of expert advice and how-to information. The "Wow" as you might guess is our continually increasing roster of broadband content published in our powerful ITwebcast content delivery platform. All of this content as well as our various service offerings continue to be organized and rendered onto the site by our IT Taxonomy, which provides both a useful navigation system and a contextual experience to our visitors.

Q I read that you launched a new webcast platform in June called ITwebcast?

A Yes, we are very proud of our new ITwebcast platform, which positions ITworld not only as a leader in the production of broadband, multimedia content but also in the software platform tools to do so. ITwebcast allows us to rapidly continue to add new features and functionality to the delivery and data capture platform so that we can offer viewers an ever more compelling interactive experience

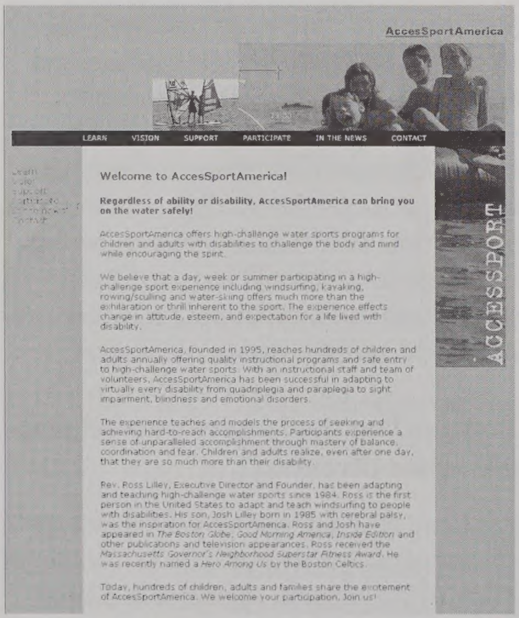
continued on page 7

CXO Web team hones skills helping local non-profit

New Web site will help AccesSport America attract donors, advertise services

When *Network World*'s **Robin Azar** introduced CXO Media's **Tim Horgan** to friend Ross Lilley at her birthday party two years ago, a locally based non-profit organization was about to get the gift.

*Members of the CXO Web team who helped on the project include (l-r): **Diane Chen**, Web developer; **Graham White**, Web design intern; **Kathleen Kotwica**, online research manager; **Shannon Macdonald**, Web developer; **Tara Gillet-Liloia**, online content researcher; **Andy Burrell**, audience development manager; **Tim Horgan**, senior VP/online; and **Dagmar Eiben**, director of online technology. Not pictured: Web Engineer **Kelly Kimball** and Web Design Intern **Karalee Serra**, who designed the new site.*



Welcome to AccesSportAmerica!

Regardless of ability or disability, AccesSportAmerica can bring you on the water safely!

AccesSportAmerica offers high-challenge water sports programs for children and adults with disabilities to challenge the body and mind while encouraging the spirit.

We believe that a day, week or summer participating in a high-challenge sport experience including windsurfing, kayaking, rowing/sculling and water-skiing offers much more than the exhilaration or thrill inherent to the sport. The experience effects change in attitude, esteem, and expectation for a life lived with disability.

AccesSportAmerica, founded in 1995, reaches hundreds of children and adults annually offering quality instructional programs and safe entry to high-challenge water sports. With an instructional staff and team of volunteers, AccesSportAmerica has been successful in adapting to virtually every disability from quadriplegia and paraplegia to sight impairment, blindness and emotional disorders.

The experience teaches and models the process of seeking and achieving hard-to-reach accomplishments. Participants experience a sense of unparalleled accomplishment through mastery of balance, coordination and fear. Children and adults realize, even after one day, that they are so much more than their disability.

Rev. Ross Lilley, Executive Director and Founder, has been adapting and teaching high-challenge water sports since 1984. Ross is the first person in the United States to adapt and teach windsurfing to people with disabilities. His son, Josh Lilley born in 1985 with cerebral palsy, was the inspiration for AccesSportAmerica. Ross and Josh have appeared in *The Boston Globe*, *Good Morning America*, *Inside Edition* and other publications and television appearances. Ross received the *Massachusetts Governor's Neighborhood Superstar Fitness Award*. He was recently named a *Hero Among Us* by the Boston Celtics.

Today, hundreds of children, adults and families share the excitement of AccesSportAmerica. We welcome your participation. Join us!

AccesSport America's new Web site is the result of many, many hours of work donated by members of CXO Media's Web team.

Lilley, an ordained minister living in Acton, Mass., is the founder of AccesSport America, a six-year-old organization that adapts equipment for high-challenge water sports — including windsurfing, kayaking, rowing and water skiing — for children and adults with physical and emotional disabilities. An avid windsurfer himself and the father of a son born with cerebral palsy, Lilley has been adapting and teaching high-challenge water sports since 1984.

As Horgan, CXO's senior VP/Online, listened to Rev. Lilley talk about his work with disabled children he became more and more intrigued with the program. When the subject of AccesSport's Web site came up as an important tool for letting parents and kids know about the services offered as well as to educate and attract potential contributors, Horgan volunteered his help with the site should the need arise.

"Ross (being Ross) quickly took me up on the offer and said he would love help as he had done the first version on his own," Horgan said with a laugh. Horgan then took the idea back to the CXO Web team, where virtually everyone quickly volunteered to get involved.

"The team sees this project as a great way to use the skills that they have to benefit others," Horgan said. "We also recognize that developing a Web site from scratch is a good opportunity for some of the newer members of our team, giving them experience working out not only the design but the site's navigation system — something they haven't been able to do for our other, more established sites."

Taking responsibility for coordinating work on the project, all of which has been done by staff members on their own time, was CXO Web Developer **Shannon Macdonald**. Macdonald, along with several colleagues, first met with Rev. Lilley in November 2000 to discuss his goals for revamping the site. "I knew within 30 seconds of meeting him that I wanted to help," Macdonald said.

Over the past several months, members of CXO Media's Web team have worked to give the site a fresher, more professional design and added a wealth of information including more material on how to contribute, news about upcoming events and in-depth background information on AccesSport America. In addition, the CXO Web team has improved the site navigation and increased the number of images and pictures available.

And they're not done yet. The group has made a long-term commitment to continue enhancements and the addition of new features, as well as to handle any problems that may arise with the operation of the new site.

Macdonald has gone one step further and has begun participating in AccesSport fundraising events. In June, she paddled a kayak for three hours in the waters off Carson Beach in South Boston raising $500. "AccesSport does amazing work, and I am honored to be helping them in any way I can," Macdonald said.

For more information contact Shannon Macdonald at smacdonald@cxo.com or visit the AccesSport Web site at www.accessportamerica.org. WU

IDG

Week of July 30, 2001

Inside Sales-Membership (PUB)

Publish Media, LLC is seeking a highly motivated, intelligent and energetic inside sales candidate to handle corporate and individual membership sales for the E-Business Communication Association. We are looking for a new team member to share in our success, help us maintain our leadership position and take on new challenges. The ideal candidate will be a proven top performer with at least two years inside sales experience and must have excellent written and verbal skills. The position offers a competitive base salary plus commission. Publish Media, LLC offers a full benefits package that includes health and dental that start the first day of hire, an excellent 401k plan, health club reimbursement, and much more. *Location: Topsfield MA*
Interested candidates should email their resume to **newjobs@publish.com.**

Sales Manager (PUB)

Publish Media, LLC is seeking a highly motivated team builder and excellent communicator to lead our sales team of inside sales representatives for the E-Business Communication Association member sales division. We are looking for a new team member to share in our success, help us maintain our leadership position and take on new challenges. The ideal candidate will be a proven top performer with at least two years sales management experience and must have excellent written and verbal skills. The position offers a competitive base salary plus commission. Publish Media, LLC offers a full benefits package that includes health and dental that start the first day of hire, an excellent 401k plan, health club reimbursement, and much more.
Location: Topsfield MA
Interested candidates should email their resume to **newjobs@publish.com.**

Account Manager (PCW)

PC WORLD, the leading technology publication, is looking for an Account Manager for its LA/SF territory. S/he will be responsible for servicing and expanding existing business as well as pursuing and maintaining new advertising opportunities for PC World in both its print and online editions. The ideal candidate will have a talent for developing long-term partnerships with key clients and agencies, strong presentation and negotiation skills, and a knack for creative sales techniques. A track record of fulfilling sales goals, solid contacts in the computer industry, and prior experience selling print and/or online space for a major computer/business publication required. *Location: San Francisco CA*
Please fax your resume to **S. Green at 949-250-4881, or e-mail to susan_green@pcworld.com.**

Sales Assistant (NWI)

Excellent opportunity exists for an experienced Sales Assistant who enjoys a fast paced environment and a variety of assignments. In this position you will work closely with and support the sales efforts of the Regional Sales Managers. You will utilize your superior customer service skills in developing ongoing relationships with our clients. You will also be responsible for coordinating events, ordering supplies, conducting Internet searches, database management, travel arrangements, file management, fulfilling customer requests, and assisting co-workers as needed. To qualify for this highly visible position you must be proficient in a Microsoft Office environment (Word/Excel/PowerPoint) and have the ability to use the Internet for research work and email for daily correspondence with customers. The successful candidate will have excellent organizational skills with a high attention to detail. In addition you must have excellent communication and customer service skills. Three to four year's of previous experience working in a sales environment is preferred as well as familiarity with Lexis-Nexis and Saleslogix software. A positive, can-do attitude a must!
Location: San Mateo CA
Contact: Email: **hotjobs@nww.com**

Go to **http//:careers.idg.com** to view all current job opportunities at IDG

Associate Producer (MAC)

Mac Publishing is looking for an entry-level Associate Producer to join the Online Production Department. The primary purpose of this position is to maintain the Macworld Price Finder and Macworld Classifieds websites. Specifically, ensuring that all products are Mac or Mac related all images current and changed frequently, all links are correct. Primary responsibilities include creating bundles of products for newsletters MWPF/Classifieds, updates to products on homepages, including proper links and images; performing QA on products, filtering PC products; researching new Mac and Mac related products; picking product bundles for links on MacCentral and reporting of bugs on websites. Job Qualifications: BA/BS or equivalent experiences; minimum 6 months experience in a digital design/production environment; understand browser capabilities and design constraints on the Web; have previous experience optimizing images; strong attention to detail; ability to work in a fast paced environment and meeting deadlines; ability to multi-task; require excellent written and verbal communication skills; ability to work with a team and individually, Good computer skills a must.
Location: San Francisco CA
Contact: Email: **cgonzales@macworld.com**

Director of Marketing (EXF)

IDG Executive Forums is seeking a seasoned executive to lead it's marketing department, responsible for driving the development and implementation of audience recruitment and sponsorship development strategies for our executive conference brands and their companion editorial products. A strong background in event marketing and traditional marketing communications, with proven success utilizing innovative online and traditional direct marketing methods to drive both sponsorship and attendee registration revenue a must. Ability to work collaboratively with internal teams and external resources while ensuring consistency of our corporate and individual brands across multiple formats and media. A history in marketing at software and/or platform technology companies is a plus. Requires 8 plus years relevant experience. *Location:San Mateo, CA*
Contact: L. Hess, Email: **lisa_hess@idg.com**

Account Executive (ITW)

Great opportunity for a sales executive to develop their skills with one of the IT industry's leading performance-based marketers and Broadband publishers, ITworld.com. ITworld.com is the leading provider of advertising opportunities that focus on client ROI and leading producer of turn-key broadband (webcast) marketing solutions for IT vendors such as Compaq, IBM, Intel and Microsoft. The Account Executive will report to the District Sales Manager to build and maintain strong client relationships, to vigorously prospect the NY/Southeast territory (which includes clients like IBM, AT&T, Unisys and WorldCom and agencies such as Ogilvy & Mather, FuelNA, Grey Interactive) and to prepare and deliver proposals to new prospects. This position includes responsibilities for a personal and team sales quota. The AE will be focused on prospecting and developing integrated proposals for new clients, as well as presenting opportunities for current clients to increase business. Qualified candidates must be highly organized, service- and detail-oriented self-starters who can manage multiple tasks simultaneously and work well under deadlines in a fast-paced work environment. Sales experience required. Online ad sales and knowledge of the IT industry a plus.
Location: Southborough MA
Contact: K. McIsaac, Fax: 508-303-9788, Phone: 508-303-9731, **Email: jobs@itworld.com**

Go to **http//:careers.idg.com** to view all current job opportunities at IDG

CTO Forum

continued from page 1

attendees filled out a questionnaire on the InfoWorld site, with final selection made by InfoWorld VP of Audience Development **Barbara Ruffner**. Forum planners looked specifically for a "CTO" or "VP of technology" title in order to create a true peer-to-peer environment. Forum partnering sponsors included Oracle, Network Appliance, Rational and Internet Security Systems, while Foundstone, Genu-ity, Talent Intelligence Agency and Vignette were contributing sponsors. The nearly 40 outside speakers included Microsoft CEO Steven Ballmer and Trellix Corp. founder Dan Bricklin, with InfoWorld represented on the stage by Ruffner, CTO **Chad Dickerson**, President and CEO **Bob Magnuson**, VP of Business Development **Ariff Quli**, and Editor-in-chief **Michael Vizard**.

According to InfoWorld VP/Conferences and Events **Cynthia Connors**, the CTO Forum saw a 68% growth in attendance from last year and exceeded its attendance commitments to its sponsors. "This was especially good news, given that many conferences are off 30% to 40% this year," she said.

Magnuson tagged the CTO Forum "a big success. It demonstrated how valuable it is for these executives to spend time with each other, exchanging ideas and best practices. I was blown away by the level of intellectual discourse among the attendees. These are very impressive people who are at the cutting edge in their use and understanding of technology. It was clear that the sponsors for the event understand this and realize how important it is to get the attention of this group. Feedback was extremely positive, with the great majority saying they intend to come to our next CTO Forum."

Courtney said there will be two CTO Forums in 2002. The spring edition, to be held in San Francisco in early April, will be similar to the two previous Forums with speakers and panel discussions. The fall version, to be called "Off The Record," will give 125 select attendees "a chance to get out of their normal environment, roll up their sleeves and provide their own participatory content, as opposed to just listening to sessions," Courtney said.

InfoWorld Media Group Publisher ***Andie Rhyins*** *chats with attendees at last month's CTO Forum.*

"One of the things that we've been hearing all along is that CTO's really don't have an open environment where they can get together and talk about the real challenges they're facing," Connors said. "With Off The Record, we want to offer CTO's a place to talk about the down and dirty."

Magnuson said the Forum was a significant achievement for the new Events team. "This was their first major event, and they orchestrated it seamlessly. It underscored why we made the investment in an events and conferences team of seasoned professionals."

For more information, contact Debby Courtney at debby_courtney@infoworld.com, Cynthia Connors at cynthia_connors@infoworld.com or go to http://ctoforum.infoworld/com.

InfoWorld Events group focuses on face-to-face

Early planning of the recent CTO Forum was done largely by a committee of representatives from various InfoWorld departments, from audience development to editorial, and then brought under the aegis of the newly created Events group. Formed in April, InfoWorld's Events group is charged with offering fully integrated opportunities for all of the weekly's constituents. "From a reader's perspective, they can rely on InfoWorld to provide the synthesis of business and technology through the publication, our online products and through events that bring our content to life," said **Cynthia Connors**, VP, conferences and events.

The group's mission is to get *InfoWorld* readers and sponsors "out from under the fluorescent lights and get connected face to face," Connors said. Bringing together high-level IT decision-makers, *InfoWorld's* exclusive events use nontraditional formats, incorporate *InfoWorld* primary research and are driven by the publication's editorial content.

Connors said her group is planning three conferences for 2002, plus several smaller custom and topic-specific events. "Our intent is to continue to build out our CTO product line, as well as introduce a new 'next-generation' conference series that will be dedicated to emerging technology trends," Connors said. The first one of these will look at Web services and is scheduled for Oct. 8-10 in San Francisco.

InfoWorld's Events group currently numbers only three employees and does not yet work with any other IDG events groups. "We would love to in the future," Connors said. "We see real potential in doing co-branded events."

IW's CTO helps steer technology initiatives, advocates for readers

InfoWorld Chief Technology Officer **Chad Dickerson** describes the difference between a CTO and a chief information officer (CIO) in the "CTO Zone" on *InfoWorld's* site (www.infoworld.com): "Whereas the CIO is often focused on bottom-line internal IT efficiencies, the CTO acts in a more strategic role, leveraging technology to push top-line revenue, working on new products, investigating and recommending emerging technologies, and interacting closely with business partners. For the CTO, IT is not a cost center but a key part of the revenue-producing machine of the company. In large companies, the CIO is increasingly likely to function in more of a COO/CFO sphere, watching expenses and looking for cost savings."

Dickerson, the first CTO ever at InfoWorld, said that having a CTO at the weekly is valuable for many of the same reasons the position is critical at other companies. "InfoWorld is a media company focused on serving the needs of technology professionals, so even though I work for InfoWorld, I am also the ideal consumer of the magazine. Having a CTO involved in the strategic direction of InfoWorld is good for our audience, since I represent them constantly in the daily decisions we make as a company. From an internal perspective, having a CTO makes it easier to drive technology initiatives more purposefully throughout the company."

Dickerson

Some of the initiatives he is investigating now include the developing Web services arena, application servers and wireless technologies.

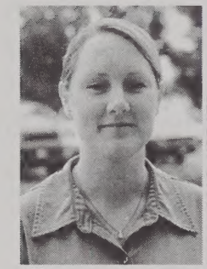
noteworthy people

IDG WORLD UPDATE

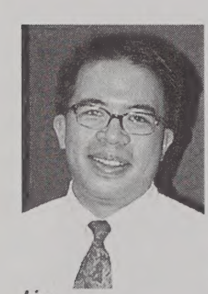
Sullivan

IDG WORLD UPDATE

Davis


IDG WORLD UPDATE

Mason


IDG WORLD UPDATE

Lim

IDG WORLD UPDATE

Downey

IDG WORLD UPDATE

Dudek

Promotions

IDC Framingham's **Kate Sullivan** has been promoted from associate analyst to research analyst with the Investment Research Service/Global IT Advisor (IRS/GITA team). "Kate has been a valued member of the team for over 18 months and is truly a pleasure to work with," said **Garry Vlass**. "Kate currently supports over 30 clients, ranging from commercial banks, brokerage firms, advertising/PR firms to non-traditional IT vendors. Her portfolio of clients exceeds $1,000,000 in IDC revenue. Kate always goes the extra mile when it comes to helping her clients, and it was no surprise to anyone when Kate received an IDC Excellence Award for Customer Service. She has been instrumental in building an IRS/GITA presence on InsideIDC.com, which will act as a place for our worldwide IRS/GITA colleagues to go for information sharing, account-management best practices, productivity tools and other important information. Kate also acts as a go-to person for our new hires and always finds time in her hectic day to answer questions they might have."

IDC Framingham Associate Analyst **Kate Krier** has been promoted to research analyst in the IRS/GITA group. "In the 18 months that Kate has been with our group she has been an invaluable member of the team," IRS/GITA Manager **Ellen Friedman**. "She joined the group when we were short-staffed and got up to speed very quickly. Kate has superior customer service skills, responding to clients and analysts with utmost care and attention to detail. Kate has been instrumental in the completion of the monthly Technology File delivered to several of our clients. This is an extra project that she squeezes in between the many inquiries from her clients. She has also been active in training several new members of the team."

Research Analyst **Deanne Hart** is now senior research analyst with IDC's IRS/GITA team in Framingham. "Dee has been a valued member of the team since January 1998," said Garry Vlass, IRS/GITA manager. "Dee's knowledge of IDC's core competencies, overall IT knowledge combined with her unique and enjoyable sense of humor position her well to work with our most demanding clients. Dee's portfolio consists largely of our financial customers (sell-side, buy-side and venture capitalists). She currently supports over 25 clients with a revenue value of close to $1,000,000. In addition to supporting her demanding client base she has built mutually beneficial relationships with her sales team assisting them in growing accounts and ensuring smooth renewals. She also works closely with and has developed strong relationships within IDC's analyst community. She brings a high degree of knowledge to the team that is crucial to our success."

Inside Sales Representative **Rekha McCarthy** has been promoted to account executive at IDC West in Mountain View, Calif. "Rekha joined IDC's Hardware group in September, 1999," said Sales Manager **Michael Schaeffer**. "Her first year at IDC was rough at times, but Rekha put her nose to the grindstone and turned what could have been a disastrous year into a launch pad for success for FY 2001. Currently, Rekha is 109% of plan and looking to post some great numbers for the remaining months in FY 2001."

New employees

Lauren Davis joins IDG World Expo in Framingham as conference manager. She was previously program manager with Linkage, Inc. and holds a B.A. in English from Colby College in Waterville, Maine, and an M.A. in intercultural relations from Lesley College in Cambridge, Mass. When not running or gardening, she enjoys playing with her Norwegian elkhound C.B.

Now based in Framingham, Mass., Computerworld Event Operations Coordinator **Lynn Mason** most recently worked in San Diego as special events manager at The Prado at Balboa Park. She earned a B.A. in social psychology from the University of Massachusetts in Boston and enjoys playing golf, sailing and wine tasting.

Corporate Communications Assistant **Manny Lim** has joined the Corporate Support Center staff in Boston. He spent the past two years at Harvard Law School as the assistant to Professor Alan Dershowitz, handling a range of responsibilities that included editing books (Dershowitz's *Supreme Injustice* is currently on *The New York Times* best-seller list) and setting up media interviews. A Chicago native, Manny earned a B.A. in English from the University of Detroit. He is a longtime church musician (pianist), as well as a cabaret singer and a member of the Boston Gay Men's Chorus.

Program Sales and Marketing Manager **Kevin Downey** has joined Computerworld's Strategic Programs and Events group in Framingham, Mass. He was previously the marketing and events manager for Into Networks. A graduate of St. Mary's College in Moraga, Calif., with a B.A. in communications, Kevin enjoys golf, river rafting and camping.

Computerworld also welcomes Editorial Assistant **Cheryl Dudek**, most recently a customer relations specialist at iPROMOTEu.com. Cheryl studied liberal arts at North Adams (Mass.) State College and enjoys roller-blading, movies, cooking and going to the beach.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28

Shirley Day-Kohn *IDG Germany*

22

Renate Giesen *IDG Germany*

19

Eduardo Ostan *IDG Brazil*
Saiman Hui *IDG*

18

Georg Sing *IDG Germany*

14

Molly Leung *IDG Hong Kong*
Anita Trembley *Computerworld*

13

Esther van Dijk *IDC Benelux*

12

Liesbeth Ruoff-van Welzen *IDC Benelux*
Gabriele Lange *IDG Germany*
Michael Klein *IDG Germany*

11

Lisa Ladle-Wallace *Computerworld*

10

Keith Henry *IDC U.K.*
Tiziana Parma *IDG Italy*

9

Sally Hudson *IDC*

8

Carol Glasheen *IDC*
Ricardo Pieroni *IDG Argentina*

7

Jackeline Carvalho *IDG Brazil*
Anne Gao *IDC China*

6

Kar Fai Lo *IDG Hong Kong*
Jørn Jensen *IDG Denmark*
Yun-Pei Wang *InfoWorld*
Christian Jahr *IDG Germany*

5

Peggy Tang *IDG Hong Kong*
Rumi Nakano *IDC Japan*
Nina Bach Friis *IDG Denmark*
Mieko Nishi *IDG Japan*
Achim Schäfers *IDG Germany*

4

Wilson Kan *IDG Hong Kong*
Andy Lo *IDG Hong Kong*
Katerina Jandova *IDG Czech*
Paul Brislen *IDG New Zealand*
Peter Svendsen *IDG Denmark*
Michael Olesen *IDG Denmark*
Poul Hilbert *IDG Denmark*
Wolfgang Terhörst *IDG Germany*
Gerd Mittmann *IDG Germany*
Bing Zheng *IDG Asia*

3

Anne Kittel *IDG Switzerland*
Bjørn Hemmingsen *IDG Denmark*
Rasika Pradhan *IDC Benelux*
Colin de Almeida *IDC U.K.*
Evelyn Loos *IDG Germany*
Andreas Perband *IDG Germany*
Bianca Springer *IDG Germany*
Jörg Spormann *IDG Germany*
Nancy Kuang *IDC China*
Constance Raleigh *IDG*
Michele Nealand *IDG International Publishing Svcs.*
Susan Murphy *IDG*

2

Cort Isernhagen *IDC*
Ting Piper *IDC*
Alan Rosen *IDC*
Christian Silva *IDC*
Eva Mendlova *IDG Czech*
Mária Piller *IDG Hungary*
Claus Thorhauge *IDG Denmark*
Lene Rimestad *IDG Denmark*
Katrine Bertelsen *IDG Denmark*
Susanne Hjortlund *IDG Denmark*
Denise Goya *IDG Brazil*
Isa Korn *IDC U.K.*
Katja Kleffmann *IDG Germany*
Kristin Hoof *IDG Germany*
Mike Hartmann *IDG Germany*
Kim Soo-Kyun *IDC Korea*

1

James Ellerbeck *IDG Hong Kong*
Petr Vopalecky *IDG Czech*
Catherine Boujnoch *IDG Switzerland*
Lise Dellazizzo *IDC Canada*
Jan Duffy *IDC Canada*
Colin Reay *IDC Canada*
Leif Osmark *IDG Denmark*
Rikke Sternberg *IDG Denmark*
Helen Siegumfeldt *IDG Denmark*
Micael Baerens *IDG Denmark*
Rener Padilha Fernandes *IDC Brazil*
Leonardo Flório *IDG Brazil*
Edgar Ghorayeb *IDG Brazil*
Tomoaki Sato *IDC Japan*
Mieko Mori *IDG Japan*
Yuki Fujiwara *IDG Japan*
Chan Yen Ting *Computerworld Singapore*
Helen Rolle *IDG Germany*
Maria Rothert *IDG Germany*
Petra Gryga *IDG Germany*
Milly Xiang *IDC China*
Angela Wang *IDC China*
John Mlynowsky *IDC Australia*
Jane Chesher *IDC Australia*
Oh Se Jun *IDC Korea*
Chris Perrine *IDC Singapore*
Ivy Lok *IDC Hong Kong*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Executive Q&A

continued from page 3

and customers more powerful ways to get their message across and generate actionable sales leads. You can see ITwebcast in action by visiting our Webcast guide at www.itworld.com/webcasts.

Q We hear a lot these days about the challenges of the current economic environment. How is ITworld doing in this climate?

A Even in a down market, vendors still need to keep their pipeline of new prospects filled and so interest remains high in lead- and demand-generating programs. Our core Webcast product line also allows customers to talk to and initiate relationships with a wide geographic audience both domestically and internationally, in a cost-efficient manner. In recent months, we've seen new business from a range of customers from the largest IT vendors to start-up and mid-tier organizations. We are very bullish on both the market we are now focused upon and the resonance our products are starting to have with our customers.

Very important to growing our business is also expanding our distribution via partnerships and joint ventures. To that end, we are very excited about our new Webcast partnerships with Network World and CXO Media as well as our just-inked joint venture with *Inc. Magazine*. We have other partnerships in the works as well that we hope to announce shortly.

Congratulations to all our enthusiastic caption contributors. Winner **Ian Lamont** wil have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* screen sweeps.

Honorable mentions

"So, you say you were referred by a headhunter, eh?"
Brad Nisbet, *IDC*

"Did you tell them there's an INCA inside?"
Colin Stewart, *IDG Global Solutions (U.K.)*

"Any more openings in Boy Scout Troop 212?"
Lorinda Witham, *IDG*

"I don't think these guys are going to be much help in defining a new network path."
Aaron Read, *ITworld.com*

"If eBay doesn't have any heads, I think we're in trouble."
Steve Harris, *IDC*

"I think *you* should tell him why Windows 3.1 won't work on his laptop."
Keith Shaw, *Network World*

"Well, that's it...we're as good as dead...I got absolutely zero hits on "Fresh Human Heads..."
Dave Reinsel, *IDC*

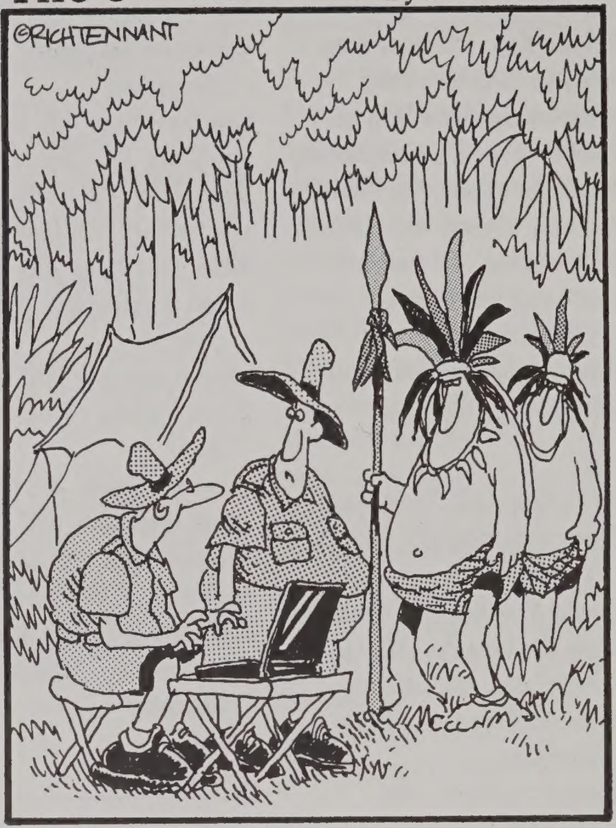
"They want us to hack the Umfufu tribe. Apparently we have 60 seconds, too."
Raoul Le Blond, *IDG Singapore*

"He wants to know if he can check the status of his Amazon.com order when you're finished."
Emma Northam, *PC Advisor*

"Do we have room for two more in the training class?"
Barry Offringa, *Hungry Minds, Inc.*

Patrick: "Em...George? Now what?
George: "If I recall, it's ...www.jungle.com/tribalanguage/help_me_now.htm."
Max Flisi, *IDC*

The 5th Wave By Rich Tennant



"Tell him the amazon.com domain name is already taken."
Ian Lamont, *Network World*

"Sam, they're here for the virus protector."
Sandy Weill, *Network World*

"Fulton, when I said a good headhunter could get us out of here, I meant...easy there big fella..."
Kevin Cronin, *ITworld.com*

Rich Tennant's original

"He saw your laptop and wants to know if he can check his Hotmail."

IDC Singapore change of address

IDC Asia/Pacific's Singapore office has moved to:

80 Anson Road
#38-00, IBM Towers
Singapore – 079907

Phone and fax remain unchanged:

Tel: +65-226-0330
Fax: +65-220-6116

For individual phone extensions, the prefix number changes to +65-228-7xxx; the last three digits of the individual's previous phone number remain the same. Managing Director **Piyush Singh**'s direct dial has been changed to +65-228-7728.

The editors of *IDG World Update* would like to thank the following people who provided information and assistance for this week's issue:

Sarah Ammann, *InfoWorld*
Cynthia Connors, *InfoWorld*
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Andrew Eisner, *PC World*
Tim Horgan, *CXO Media*
Shannon Macdonald, *CXO Media*
Nancy Parquette, *Network World*
Bill Reinstein, *ITworld.com*

IDG WorldUpdate

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Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees.

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IDG well-poised to capitalize on online advertising revenue

Attendees, speakers at North American Online Meeting bullish on next phase of online ads

"Stop talking about click rates." "Don't undercharge for valuable advertising space on IDG sites." "Online advertising is entering a potentially lucrative new phase with many more advertisers and buyers." These were just some of the sound bites from the second annual North American Online Meeting (NAOL), held June 24-26 in New York.

Organized by IDG's Global Web Support Center (GWSC) (www.supportcenter.com), more than 100 individuals from the U.S. and Canada joined colleagues from Denmark, Germany, Japan, the Netherlands, New Zealand, Poland, Switzerland and the U.K. The meeting was a chance for the participants to "step out of our usual environment and collaborate on common issues and goals," said IDG Communications VP of Ad Operations/Business Development **Erin Wayman**, who chaired the meeting in her role as the North American representative of the Global Web Support Center.

LISA VAN DER KAMP

*PCWorld.com Member Acquisition Marketing Manager **Rafael Sosa** (l) and Marketing Projects Manager **Bruce McCurdy** participate in one of the 21 NAOL breakout sessions.*

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Online numbers

- More than 300 IDG Web sites worldwide
- 9 million unique users monthly
- 88 million page views monthly

IDG's online audience wields power, influence

During the North American Online Meeting, IDG.net President **Jeff Julian** cited results from a survey of 12 IDG Web sites* and nearly 20,000 users conducted in January by MBInteractive (see www.idgcia.com for survey results). The user profile showed respondents are:

- 83% male, 17% female
- Half are management level, 20% top management level and 24% middle/other management
- Average age 40

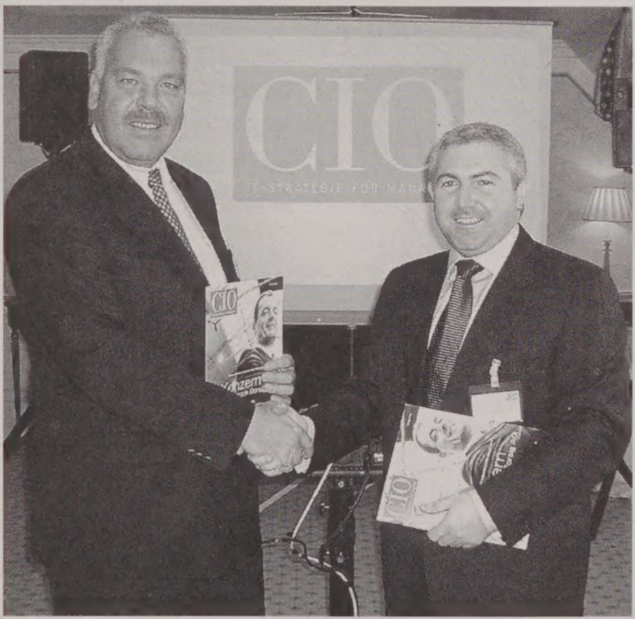
In the next 12 months, each of these users will spend an average of $3.9 million on tech-related products and services.

"This is an incredible number, compared with less than $50,000 per user for CNET." Julian said.

**CIO.com, Computerworld.com, Darwinmag.com, InfoWorld.com, ITworld.com, TheStandard.com, JavaWorld.com, LinuxWorld.com, PCWorld.com, NWFusion.com, UnixInsider.com and ITcareers.com.*

IDG Germany, IGS team to pique interest in upcoming *CIO*

When *CIO Germany* launches in October, Europe's major media agencies will already be familiar with the title, thanks to a two-day series of presentations in May by high-level management from both IDG Germany as well as IDG Global Solutions EMEA. Invited to the event were representatives of 12 London-based European media agencies, as well as senior executives from 11 key existing and potential European clients based on their level of spending with *Computerwoche* and the *CIO* product line worldwide.



*Computerwoche Verlag Managing Director **Ralph Peter Rauchfuss** (l) and **John O'Malley**, president of IDG Global Solutions EMEA, were among the IDG representatives on hand to brief key European media agencies and clients on the October launch of CIO Germany.*

In 48 hours, **Ralph Peter Rauchfuss**, managing director, Computerwoche Verlag; **Karin Giffhorn**, publisher of *Computerwoche* and *CIO*; **Heinrich Seeger**, *CIO Germany* editor-in-chief; **Marie-Henriette van Wangenheim**, *CIO Germany* advertising manager; **Canio Martino**, *CIO Germany* circulation manager; and **Peter Townsend**, sales director, IGS Germany, made eight complete presentations to 41 agency and client staffers at London's Claridge's Hotel.

"Afternoon tea and dinner on Wednesday; breakfast, lunch, tea and dinner on Thursday; and breakfast and lunch on Friday," said IDG Global Solutions Vice President, Marketing, **Colwyn Munro**, whose

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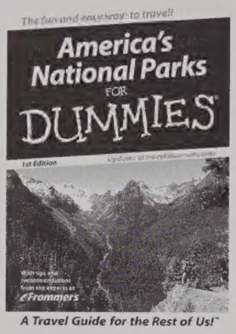
newsworthy

in brief

Plan your next getaway with Hungry Minds' *America's National Parks For Dummies*

Still trying to decide where to go this summer? Active travelers planning to hike, camp or climb on their vacation will get great advice for a hassle-free getaway from Hungry Minds' new guidebook, *America's National Parks For Dummies, 1st Edition.* This user-friendly manual will not only help readers find the park that's right for them, but it also suggests the best things to do and see once they get there. Author Kurt Repanshek, an experienced park-goer, offers inside information on lodges and campsites, bargains, tips, warnings, kid-friendly activities and much more. The National Park System includes more 380 sites, get this invaluable reference and make the most of your vacation time.


The fun and easy way to travel!
America's National Parks FOR DUMMIES
1st Edition
Frommer's
A Travel Guide for the Rest of Us!

All IDG employees get a 30% discount on the $16.99 list price of Hungry Mind's *America's National Parks For Dummies, 1E* (ISBN: 0-7645-6204-5). Just call the main customer service number at 1-800-434-3422 (+317-572-3000 outside the U.S.) and reference the consumer affiliate IDG corporate discount account #700991.

IDG, Reed ink edit agreement

IDG and Reed Computer Group in the U.K. have signed an online-only editorial license agreement that complements the advertising relationship the two companies have had since 1998. IDG editorial content is now included on Reed's Web site at www.cw360.com. The cw360 site combines the content of ComputerWeekly.com and sister sites ITNetwork.com and Channel-Net.co.uk to provide analysis on developments across the IT and e-business sectors.

CIO Germany

continued from page 1

group organized the event.

According to IGS EMEA President **John O'Malley**, *CIO Germany* will be mailed to 80,000 CIOs and CXOs in Germany, Switzerland and Austria starting in October. "This will be the first European launch of this title," he noted.

Although inspired by its U.S. sister publication, *CIO Germany* will run original material. More than a year in the planning, the controlled circulation monthly will target department managers in companies with more than 500 employees in Germany, Austria and German-speaking Switzerland and CXOs at companies with more than 100 employees, totaling 296,000 potential readers. Its competition will be the German business press, *Wirtschafts Woche* and *Manager Magazin*, among others.

> *The IGS EMEA salesforce has to convince both clients and agencies to redistribute funds that were earmarked for German business titles to a new, untested publication. "It is a long, slow, difficult process, and this event created the impact to cut through the retrenchment mentality that pervades the market at the moment."*
>
> — Colwyn Munro, IGS EMEA

Munro said that Germany is IGS's largest market, already accounting for $11 million this year. "*CIO* is our fastest-growing product line in percentage terms," he said, "so we should have a very successful addition to our portfolio."

He added that sole purpose of the London presentations was to maximize sales into IDG titles in the most cost-effective way. "*CIO Germany* will be a key strategic product for IDG Global Solutions, so we needed to have a launch with enough impact to attract the attention of the agencies at the highest level," Munro said. "Ralph Peter's presence and presentation allowed us to attract people who haven't attended a magazine launch in years."

The IGS EMEA Business Development group is constantly working on a small list of IT clients that it believes will become big in the next few years, according to Munro. "It was felt that some of these would be right for *CIO Germany*. Business Development is also working on bringing non-IT clients into our products, so a number of banks and other financial institutions were also present with their agencies."

The *CIO Germany* events were designed to cement the bonds with the agencies, Munro said. "Most events were branded with the name of an agency, i.e. 'the Banner Dinner,' 'the D.W.A. Lunch' and so on, to enhance the reputation of the agency in their clients' eyes."

He noted that the IGS EMEA salesforce has to convince both clients and agencies to redistribute funds that were earmarked for German business titles to a new, untested publication. "It is a long, slow, difficult process, and this event created the impact to cut through the retrenchment mentality that pervades the market at the moment," he said.

"The agencies and clients who attended were excited and impressed by the presentation," O'Malley said, "and I'm confident the magazine will get off to a flying start with international advertisers."

For more information contact Peter Townsend at ptownsend@computerwoche.de.

executive Q and A

Joan Kelly

The president of IDG Communications is this week's guest columnist. She may be reached at joan_kelly@idg.com.

"While dramatically down from last year, companies will continue to build and enhance their IT infrastructure. I foresee a point in the near future that advertisers will feel not only comfortable but compelled to increase spending to ensure their brands are identified among those stable vendors a company can rely on for IT solutions."

Q What is the value in holding an annual sales meeting with reps from IDG's different U.S. publications?

A This meeting grew out of a decision by the presidents of the U.S. publications to conduct a joint sales meeting. They believed that the publications faced common challenges and could benefit from creating a better "intelligence network" across sales teams that call on the same customers.

In today's changing market, it has never been more important for us to link together in what we call "collaboraction," which each year has been the theme of this sales meeting.

When we look into the future — and some of the speakers will help us to do that — I think we will all agree that our business challenges today are the result of a tough market correction. Despite this market cycle, technology will continue to drive the economy and any company that resists IT will fail to compete. Spending on IT will continue as technology penetrates all facets of business, and more people than ever are involved in the purchase process and the strategies behind it.

At IDG we produce the richest technology-specific media around the world. We've grown, built and maintained the most valuable, relevant audiences, and we offer the highest quality research, service and support. As technology continues to improve the way businesses are run, more and more buyers and influencers need IDG products and services to help them make smart decisions.

Our competitive advantage is derived from our commitment to creating distinct products. We have strong brands and unique product extensions. While the differences in our publications remain profound, we also need to use the power of IDG's business units to present innovative, integrated ideas to customers that include multiple business units.Therefore, we place a high priority on the experience we call "collaboraction,"and take time once a year to come together to renew friendships, trusted relationships and this spirit of collaboraction.

Q What is IDG Communications?

A IDG Communications is composed of three groups. Our vice presidents of Business Development work as account management on IDG's key accounts. The Interactive Sales group coordinates and integrates online offerings with print advertising among the IDG business unit Web sites creating customized packages that target specific buyer segments. Our third group is Ad Operations, servicing both internal and external customers. For the internal customers, we manage every aspect of online advertising campaigns across all of our Web sites. For external customers, this team optimizes ad campaigns and provides independent reporting and analysis of online ad campaigns across IDG's network of sites. Our ad operations team is focused on proactively implementing processes and procedures to achieve the highest level of satisfaction for our customers.

Fundamentally the mission of IDG Communications is to provide excellent customer service to the assigned key accounts. Our business development and interactive sales teams enhance our customers' loyalty and satisfaction by bringing value and contributing to their success. It is our task, as well, to bring together representatives from all the IDG business units, creating powerful teams that work together to increase revenue and market share for each of the major accounts/customers across all of IDG.

Fully understanding IDG's market leadership, the quality of our publications and Web sites and the audiences they attract, we are motivated to action. While we witness new competition daily, we have the ability to access new customers and create new ways for existing customers to buy products from IDG. This requires us to demonstrate a passion for results and winning, the pursuit of excellence, enthusiastic teamwork, customer focus, bureaucratic avoidance and entrepreneurialism. We take pride in what we do, and we are genuinely proud to work in partnership with all of IDG's business units.

Q Since IDG is a decentralized company, it's not unusual to hear clients say it can be difficult to work with IDG. What is IDG Communications doing to change that?

A Vince Lombardi said, "The achievements of an organization are the result of the combined effort of each individual." I am happy to say that is has been a long time since I've heard one of our customers say that IDG is difficult to work with. When the combined talent and intelligence of our strategic teams come together there is no limit to what can be accomplished.

Each year one of the most important segments of the sales meeting is our case studies. For this portion of the program several of our customer-focused teams share success stories where IDG teams from multiple business units have increased revenue and marketshare by working closely to help our custom-

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Check under the hood

In the "How We Saved Our Web Site" panel, *InfoWorld* Editor-in-Chief **Mike Vizard** noted that when redesigning a Web site, "you can't just change the user interface and not change the infrastructure [if it has any flaws]. "Users expect you to have also fixed the search engine, for example, if you have changed the way the site looks." He also said *InfoWorld* staffers are now talking about print being complementary to online, rather than vice versa. Print is essentially becoming the executive summary version of what's contained on the *InfoWorld* Web site. "We want to improve the online experience for our audience, because they're online big-time."

Online packages draw reader interest

In "Squeezing More From Editorial," *InfoWorld* East Coast News Editor **Carolyn April** suggested augmenting the usual trade show reporting by creating packages of material. In addition to traditional news about product launches, include a feature article, test center reviews and a Q&A. Enlist senior editorial staff to do interviews with vendors. "Lots of tidbits like these are alluring to readers," she said. April noted that *IW* provides one headline link on the home page to draw readers into the package to conserve precious home page space for other stories. Another element to add to online packages is a reader discussion forum. After the Microsoft antitrust ruling, *InfoWorld* ran a package of related news stories, a Q&A, and a question to initiate a reader discussion thread.

Online

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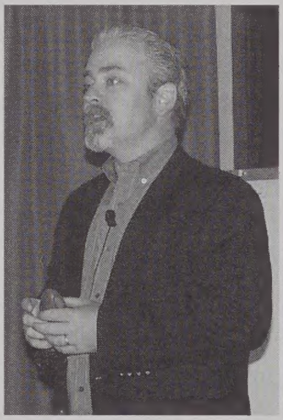
In addition to Wayman, key contributors to the meeting were GWSC Executive Editor **Lisa van der Kamp**, GWSC Asia/Pacific Director **Mark Evans** and the North American Online Meeting Board: **Mike Draper**, Network World; **Greg Brown**, IT World Canada; **Lisa Brown**, CXO Media; **Mark Cappel**, IDG.net; and **Bill Binan, Catey DeBalko, Joan Kelly** and **James Piper**, IDG Communications.

In the opening general session, Doug Weaver, founder and president of the online advertising consulting firm Upstream Group, Ltd., told the group that the $8.2 billion spent on Internet ad spending in 2000 is "couch change" compared to what's ahead. "Even though the pure-play dot-com advertising base has vanished, this is a powerful, very opportune time in our business," he said. "The mainstreaming of online advertising can now begin, but the mainstream advertiser has yet to fully embrace the medium."

Describing the online advertising market as a bell curve, Weaver said the early online ad dollars were spent by dot-coms whose audience consisted of innovators and early adopters of technology. Now, as the curve goes upward, there's a big increase in both the size of the next advertising base (click-and-mortar companies) and the size of the audience they serve (the majority of consumers).



LISA VAN DER KAMP

Upstream President Doug Weaver said IDG is well-positioned to attract a new breed of online advertisers.

"Online advertising is now 'crossing the chasm' – and that chasm is the gap represented by the fundamental differences between these two audiences," he said. "Companies that cross the chasm – and IDG is well-positioned to successfully cross that chasm – are those who understand audiences, context and contract value."

Weaver said IDG's proven ability to target and attract high-quality IT professionals and business managers to its sites is extremely valuable. "Don't sink to a low level regarding pricing and placement of advertising," he cautioned. He equated the specialized Web sites that IDG offers to prime time TV hours, and the vast majority of Web advertising space elsewhere as "the digital equivalent of 4 a.m. TV advertising slots. The tech advertisers who need high-quality placement of their ads will spend to get it. Show advertisers that there are actually several kinds of Internets that they can tap into and IDG can offer the top tier."

IDG WORLD UPDATE

*PC Advisor Web Developer **Oliver Dell** (l) and IDG Global Solutions Online Business Development Manager **Eduardo Beltrão** talk with the Global Web Support Center's **Erin Wayman**.*

In the second general session, DoubleClick Inc. CEO Kevin Ryan talked about effective online advertising and echoed Weaver's contention that talking about click rates is counterproductive to convincing advertisers about the value of online ads. "Click rates are not related to conversion (i.e., buying a product); as a matter of fact, they are inversely related," he said. He noted that a banner ad, even if it is not clicked on, has a powerful influence on users' awareness and recall, among other effects. "What we're not measuring enough is how many people saw and ad and bought offline," he said. "If we can, we can give people the full value of that ad. IDG is lately delivering a lot more than its sites are getting credit for."

Ryan noted that "we're just scratching the surface" about giving advice to advertisers about the effectiveness of bundling online and offline ads, and it's clear there will be more integrated online and print campaigns. "IDG has consistent properties that relate to each other, and both print products and online sites are successful. You're one of only about 10 companies who are in this category."

The rest of the agenda consisted of small-group sessions – most featuring IDG presenters – divided into three tracks: Content, Technical and Sales/Marketing/ Business Development. The external participants included several online ad agency executives; Zhong.com Founder Ross Sleight, who discussed delivering user-specified information to build a site's value, and DoubleClick VP/Quality of Service Mehdi Daoudi, who discussed Web site monitoring.

continued on next page

Tag: no longer just a child's game

Many of the workshops included discussions about the importance of tagging words properly in an online story and who should be doing the tagging. Among other things, META tags enable a search engine to locate appropriate stories; IDG.net, for example, relies on tags to offer relevant articles within its newsletters. Keyword tags also enable a Web page containing a story on storage-area networks, for example, to display ads pertinent to reader interest (i.e., an HP storage or EMC ad instead of a run-of-site general ad).

Each business unit uses its own version of a "style tree" to determine tagging procedures. Several business units have found that when reporters tag their own stories, they are tagging too many words. Others have hired — or tried to find — librarians, since they are trained to analyze the links between words and content. *PC World* Editorial Director **Kevin McKean** said it's important to develop tagging specialists. "The value of someone who knows the 'topic tree' far outweighs the value of someone who knows the technology but doesn't know the business unit's categorization style."

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IDG WORLD UPDATE

*Network World Executive Editor/Online **Adam Gaffin**, InfoWorld Editor-in-Chief **Mike Vizard** and PC World Editorial Director **Kevin McKean** led the "How We Saved Our Web Site" panel.*

"NAOL 2001 was the best and most exciting way to get the definitive and best informed roadmap to the next phase of online advertising," said IDG Global Solutions Online Business Development Manager **Eduardo Beltrão**. "Both in and out of the sessions the conversations were buzzing - about developing new creative opportunities to solve issues and do things better, about creating value, about action points to 'make the crossing.' All that energy is now ready to go!"

Given the turmoil of the Web-related world recently, the real-life game IDG business units are playing now is "Survivor: Online Marketplace."

IDG.net President **Jeff Julian** drew laughs when he played music from the reality-TV show "Survivor" and displayed a Web site with jungle images, but he was serious when he said he was confident that IDG can "outwit, outplay and outlast" the competition. "We have the talent at IDG, the means to work together to be the best [by sharing ideas at meeting like this one] and our strength will help us survive. We have strong brands, key influencers on our staff, synergy in our online and offline products, and we're reaching the right people. We must keep doing what we do well."

Many of the presentations, including audio files, from the NAOL are available on the Global Web Support Center at www.supportcenter.com. For more information about the meeting contact Erin Wayman at erin_wayman@idg.com. WU

GWSC gets a new home

IDG Global Communications President **Jeff DeBalko** has been appointed to lead the Global Web Support Center in the new fiscal year. Current IDG Communications VP Global Ad Operations and Business Development **Erin Wayman** will be moving full-time to direct the work of the GWSC and more broadly managing and promoting global Web initiatives and partnerships.

Joan Kelly

continued from page 3

ers grow their businesses. This is one way that we are able to share some unique ideas that can be used by other salespeople and other teams.

So, how have we managed to change our culture? I believe that almost every one of the business unit salespeople has experienced the benefit of working on a team. In other words, perhaps they were not on a schedule until the team came together to develop some creative added value that compelled a customer to add their publication to the schedule.

Q What's your best guess on when U.S. tech ad levels will make a comeback?

A *CIO*'s most recent tech poll conducted in partnership with Dr. Ed Yardeni, chief investment strategist of Deutsche Banc Alex. Brown, Inc., indicates that the tech slump hit bottom in May 2001. It predicts that IT budgets will grow by 6% over the next 12 months. While dramatically down from last year, companies will continue to build and enhance their IT infrastructure. I foresee a point in the near future that advertisers will feel not only comfortable but compelled to increase spending to ensure their brands are identified among those stable vendors a company can rely on for IT solutions.

Q Is selling online advertising any different than selling print ads, and if so, how?

A If you had asked me a year or so ago, I would have probably responded yes because it was a new medium — there were specialists who only sold online — it was mysterious to a print sales person. Our clients had specific online ad agencies that specialized in online advertising. Now, that has all changed. Today clients are realizing that ultimately both online and offline efforts are supporting the same goal of building brand awareness and generating sales. Clients seem to be consolidating online and print campaigns with one agency.

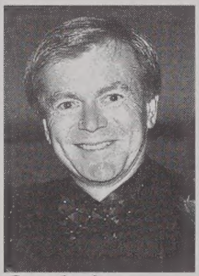
The really good news is that IDG Communications and IDG's business units have all along been structured to provide an integrated solution with a consultative approach, by providing online specialists who work hand in hand with the business development team and the business unit print sales force. While our competitors are either going out of business or scrambling to restructure their organizations to fit this new business model, at IDG, we made a bet five years ago that integrated business models — print, online, events — would provide the most sustainable competitive advantage. WU

noteworthy people

Huck

Utter

Taini


Crawford

WORLD UPDATE PHOTOS

Promotions

PC World Research Analyst **Lisa Huck** has been promoted to senior research analyst. "Over the past year and a half, Lisa has made a tremendous contribution to the research department," said **Gerry Davidson**, PCW research manager. "Her main responsibilities continue to lie with editorial research, but she has shown the ability to take on important additional projects with aplomb. Some of her accomplishments of note include the editorial redesign survey and focus groups and the reader input survey transition from phone to Web. While some of the advantages were obvious (cost, timing, etc.), bigger issues like assuring a stable methodology had to be studied. Lisa took the initiative to contact several sources to get pros/cons and eventually was able to collaborate on a plan that worked for all parties involved."

At IDC Latin America's Mountain View, Calif., office, Analyst **Melissa Utter** has moved up the ranks to senior analyst. "Melissa's experience with various technology markets (including networks, ISPs and eBusiness) have made her one of the most well-rounded analysts in our group," said Director, Communications Research & Consulting **Annika Alford**. "As a result her analytical skills are excellent, and she's drawing upon that to increasingly create a name for herself among service providers and technology vendors in the Latin American region. I'm eager to see Melissa continue to be successful in her coverage of xSPs, which will be a growing research area for us in the future."

IDG Global Communications Operations Assistant **Heather Taini**, who joined the San Mateo, Calif., business unit in January 2000, has been promoted to operations administrator. "Heather took over many of my daily responsibilities while I was on leave and will continue to do so in her new position," said Operations Manager **Shannon Wolf**. "She will also work closely with me on project development and play an active role in streamlining operational procedures."

Laurie Parsons, associate training specialist, has been promoted to training specialist in the IDG Human Resources department in Framingham, Mass. Laurie joined IDG in August 1999 as a training coordinator. In her new role she will continue to share responsibility for organizing IDG's corporate training programs including the recently renamed and redesigned Global Media Institute, the U.S. Media Institute and the European Media Institute. In addition, she manages the IDG Training East and West Coast Programs, which provide local, year-round management and professional education to IDG's U.S. business units. "Laurie's contributions to our team over the past two years have made a substantial impact on our service to our clients," said **Connie Raleigh**, manager, Corporate Training and Development. "Her efforts have enabled us to create a new look and feel for IDG Training, increase employee awareness of IDG's Training and Development resources via the Web and numerous marketing/communications initiatives and grow our course offerings by one-third in order to respond to a substantial increase in demand from employees."

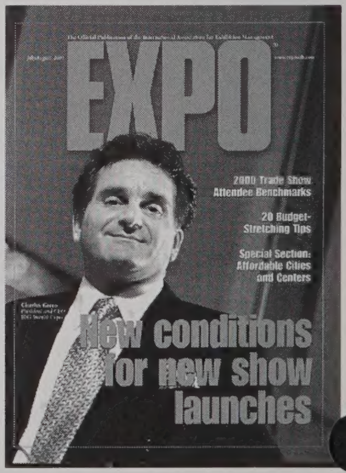
New employees

The Industry Standard has named **Jonathan Schwartz** vice president, associate group publisher for the West Coast. Schwartz comes to *The Standard* from HVC Technologies, where he was vice president of sales. Prior to HVC Technologies, Schwartz held several sales and sales management positions at Ziff-Davis Publishing, most recently as West Coast ad director for *Smart Business*. He also served as a regional sales manager for *PC/Computing Magazine* and district manager for *PC Magazine*. Schwartz holds a B.A. in economics from Colgate University in Hamilton, N.Y., and enjoys reading, golf and playing acoustic guitar.

Et cetera

President & CEO of Mac Publishing **Colin Crawford** appears in the No. 7 slot of last month's 2001 MDJ Power 25 list. Billed as "the industry's only serious attempt to track the perception of power and influence in the [Macintosh] community," the list was topped by Apple Computer CEO Steve Jobs; Microsoft CEO Bill Gates was fourth. The list is derived from surveys sent to industry movers and shakers — including journalists, executives, engineers and Apple Computer insiders – by the editors of *MDJ*, the Daily Journal for Serious Macintosh Users.

IDG World Expo President & CEO **Charlie Greco** is featured on the cover of the July/August issue of *Expo* magazine. Greco is heavily quoted in the magazine's cover story, "New Conditions for New Show Launches," in which several key players in the events industry discuss their companies' approach to managing in the current economic climate. Acknowledging that "the high-tech trade show industry is getting clobbered by the economy," Greco goes on to assert, "we see this as a temporary problem, that's why we're continuing to launch shows." To read the article, visit www.expoweb.com.


EXPO
2001 Trade Show Attendee Benchmarks
20 Budget-Stretching Tips
Special Section: Affordable Cities and Centers
New conditions for new show launches

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Karl Heinz Zimmermann *IDG Germany*

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Chris Cuoco *CXO Media*

19

Averie Rosemark *IDG*

14

Roseann La Bruno *InfoWorld*
Reinelle Hicks *InfoWorld*

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Ellen Sanderson *IDG Communications*
Philippa Grattan *IDG New Zealand*
Megan Santosus *CXO Media*

12

Kelly Conlin *IDG*
Josef Gruber *IDG Germany*

10

Carole Johnstone *Mac Publishing*

9

Michael Wallace *IDC*

8

Michele Peoples *IDG Research Services*
Nancy Viens *IDC*

7

Stig Seberg-Sørensen *IDG Denmark*
Sara Goessi *IDG New Zealand*
Meera Srinivas *InfoWorld*

6

Margaret Green *Mac Publishing*
Keith Kmetz *IDC*
Chris Koch *CXO Media*

5

Ricardo Sandoval *Mac Publishing*
Rumi Nakano *IDC Japan*
Hiroko Ito *IDG Japan*
Brian Kukowski *IDG*
Joan Bonadeo *CXO Media*

4

Jay Yun *IDG Hong Kong*
Stephanie Roy *CXO Media*
Abbie Feibush *IDG Games Media Group*

3

Amanda Widdoes *IDG Executive Forums*
Karyn Williams *IDG Executive Forums*
Thomas Kiersted *IDC*
Kathleen Carr *CXO Media*

2

Laura Rohde *IDG News Service*
Maggie Cejas *PC World Latin America*
Laurie Parsons *IDG*
Peer Jensen *IDG Denmark*
Donna Monahan *IDC*
Hoang Nguyen *IDC*
Lorraine Oliveri *IDC*

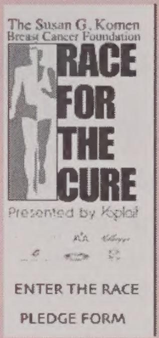
1

Kumi Tanaka *IDC Japan*
Kim Jinn-Hong Calvin *IDC Korea*
Hiromi Sakata *IDG Japan*
Margreet ten Hoope *IDC Benelux*
Deborra Rieser *InfoWorld*
Colwyn Munro *IDG Global Solutions/EMEA*
Richard Porte *IDG Global Solutions/EMEA*
Sissel Weitzhändler *IDG Denmark*
Natasha David *IDC Australia*
Jennifer Sharples *Computerworld*
Christopher Boone *IDC*
Christopher Burgelin *IDC*
Allan Carey *IDC*
Jason Smolek *IDC*
Maureen Welsh *CXO Media*
Rodrick Miriyoga *CXO Media*
Lori Piscatelle *CXO Media*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

TEAM IDG forming to raise funds to fight breast cancer

All Boston-area employees are invited to join TEAM IDG in the fight against breast cancer at the Susan G. Komen Race for the Cure run/walk on Sept. 9 in Boston. The event, which raises awareness and funds to fight breast cancer, began 19 years ago in Dallas and will be held in 112 cities in the U.S. this year.



Seventy-five percent of all proceeds from the Boston race will remain in area communities. The remaining 25% helps fund breast cancer research and program grants through the Komen Foundation.

IDG Executive Assistant to the President **Libby Levinson** and Corporate Communications Manager **Sarah Hansen**, both of whom have participated in the Komen Race for the past several years along with other IDG employees, are formally organizing a TEAM IDG group this year. All IDG employees, their families and friends are welcome to be part of TEAM IDG, either for the 5K walk or the 5K run in September. Anyone interested in being part of TEAM IDG should register by Aug. 14.

To enter, visit www.bostonraceforthecure.org/ and fill out the "Team Entry Form" and pay your entry fee of $15 online. Or, print out the form and send it to Libby Levinson (libby_levinson@idg.com) or Sarah Hansen (sarah_hansen@idg.com) with your information and check. Both are located at IDG Corporate Support Center, One Exeter Plaza, 15th Floor, Boston, MA 02116.

If you are unable to join TEAM IDG as a walker or runner on race day, please consider being a supporter by sending a donation made out to the Komen Boston Race for The Cure. Pledges may be sent to Levinson or Hansen, or you can pledge your support to someone in your business unit who has joined the team.

I'll take 15 minutes of fame for $800

IDG News Service Editor-in-Chief ***Elizabeth Heichler*** *poses with Jeopardy game show host Alex Trebek.*

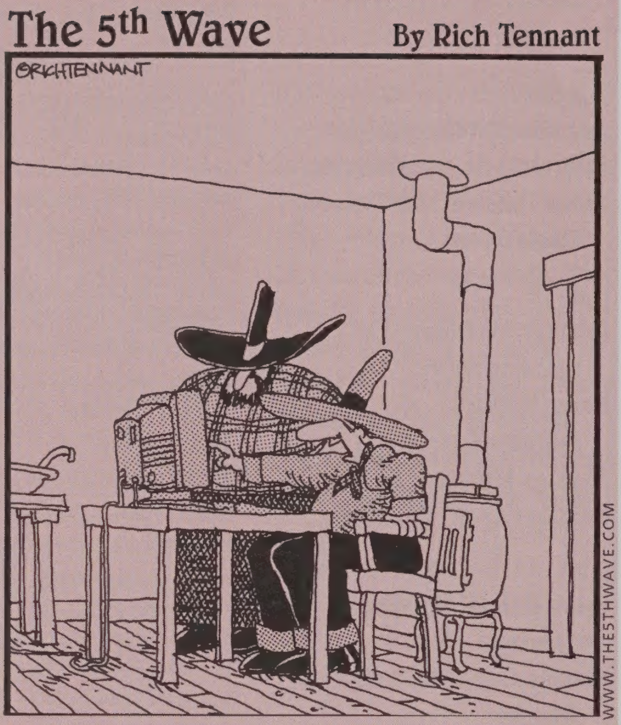
A self-proclaimed *Jeopardy* junkie, IDG News Service Editor-in-Chief **Elizabeth Heichler** recently got the chance to put her knowledge — and nerves — to the test when she was one of a dozen Boston-area fans selected from a field of over 700 to be a contestant on the popular game show. Despite getting off to a great start and correctly identifying the French town famous for its fine carpets (Aubusson) and the country with which Russia went to war in 1904 (Japan), Heichler, who was five-and-a-half months pregnant at the time, had to content herself with a third-place finish and a new Sony Digital Handycam — which is currently being put to good use documenting the first few weeks of her new son's life. WU

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Tuesday Aug. 28.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive *IDG World Update* screen sweeps.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.



and finally.

The editors of *IDG World Update* would like to thank the following people who provided information and assistance for this week's issue:

MaryJane Baker, *Hungry Minds*
Jeff DeBalko, *IDG Global Communications*
Mike Draper, *Network World*
Elizabeth Heichler, *IDG News Service*
Joan Kelly, *IDG Communications*
Colwyn Munro, *IDG Global Solutions/EMEA*

Marketplace reopens for business on World Update Online

IDG World Update has relaunched its popular Marketplace classified ad section — previously a U.S.-only print insert — on its online Web site, www.idgworldupdate.com. Employees worldwide are welcome to participate. Do you have a rental property you'd like to advertise? Interested in a house exchange with another IDG employee to see another part of the world? A home, car, furniture or bicycle for sale? Send your information, including a complete description and price, to world_update@idg.com or fax it to: 617-423-0712. Then go online and check out the new Marketplace site. Here are a few items currently listed to whet your appetite.

VACATION HOUSE EXCHANGE

Who wants to exchange houses for 2-4 weeks next summer, June, July or August 2002? We live in Copenhagen, capital of Denmark, in an old villa with strawberries in the garden and children playing in the street. Easy access to the city and the countryside, beaches, attractions and of course the rest of Scandinavia. We are a family of four. My children are 4 and 7 years old, and the house can easily accommodate 4 to 6 people. We are open to all offers, surprise us. No part of the world is too far away. Interested? More details can be sent swiftly by e-mail.
Contact: Lene Rimestad, Computerworld Danmark, l.rimestad@computerworld.dk

FOR RENT

Maine beach house. Two-bedroom beach house for rent on beautiful, white sand beach at Pine Point, Scarborough, Maine (two hours north of Boston). Located on a peninsula with fishing and sandbars at low tide. Close to great restaurants, shopping in Portland's Old Port, Funtown USA, Old Orchard Beach amusement park. A few summer weeks still available at $900. Call Tom or Cindy Field at 603-772-0031. See the website at http://hometown.aol.com/ourbeachhome/beach.html
Contact Tom Field, CXO Media, Framingham, Mass., 508-935-4071

FOR SALE

King size bed with mattress and box springs. Wrought-iron frame can be turned into canopy bed. To view a picture, go to http://us.f1.yahoofs.com/users/5aab7f6d/bc/For+Sale/Bed+for+Sale.gif?bccKfs7A3fzD9vd3. Will throw in luxurious, gold comforter and pillow set (see picture). Paid $400 for the set a year ago. Asking price: $450.
Contact: Dylan Digregorio, CXO Media, Framingham, Mass., ddigregorio@cxo.com

IDG WorldUpdate

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Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 3 Post Office Square, 4th floor, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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WWW.IDGWORLDUPDATE.COM

Macworld draws largest crowd ever to last month's New York event

Show surpasses PC Expo, Internet World as largest annual technology event in NYC

Despite the lack of a major new product announcement from Apple at last month's Macworld Conference & Expo, a record crowd turned out at New York's Jacob Javits Center.

Bucking the current trend of lowered attendance figures at other technology shows, Macworld Conference & Expo drew a record crowd of 64,000 Mac loyalists to New York's Jacob K. Javits Convention Center last month. Not only did this mark the largest crowd ever for the New York event, but Macworld has now surpassed both PC Expo and Internet World as the largest annual technology event in New York City.

"The loyalty of the Mac community is astounding," said **Charlie Greco**, president & CEO of IDG World Expo. "While other trade shows struggle with low attendance numbers, Macworld Conference & Expo continues to set new records. As the No. 1 technology trade show in New York City and San Francisco, Macworld is proof positive that the Macintosh platform is hotter than ever."

Fueling enthusiasm for the Mac platform this year is Apple's introduction of its latest operating system, OS X, which began shipping last March and which broadens the computer's appeal in the Linux and Java communities. Among the highlights from

continued on page 4

Redesigned IDG CIA Web site adds new content and features

JOHN WANG

The members of IDG Global Communications' Web team include (back row, l-r): ***Matt Quigley****, Web production assistant;* ***Dan Velasco****, manager, Web development team;* ***Sladin Nan****, Web developer. Front row l-r:* ***Charles Corpuz****, business development manager;* ***Karen Chong****, Web production specialist; and* ***Sharlana Bacchus****, Web developer.*

For the past two years, IDG's Customer Intelligence Agent, otherwise known as IDGCIA.com, has been the hub of "CollaborAction" at IDG, providing a forum for the exchange of news, knowledge and intelligence on IDG's customers, competitors and the IT marketplace.

"Based on feedback from users, the site now provides more useful and timely information, allowing IDG to get closer to its customers, provide them with resources that assist them in accomplishing their business goals, and building relationships and market share for the long term," said IDG Global Communications President **Jeff DeBalko**. Key GlobalComm staff involved in the project were Business Development Manager **Charles Corpuz** and Web Developer **Sharlana Bacchus**.

The target audience for the site is those involved in the customer relationship management process including sales, marketing, research, circulation and

continued on page 5

PC World's first redesign in five years strengthens print-Web connection

Opting for a cleaner, easier-to-navigate look, *PC World* introduced a new design with its September 2001 issue. Included in the myriad of changes, header, footer and column rules have been removed for an airier page, and Product Info boxes offer a new star rating system. Section heading are unified in a brushed metal style reflective of the high-tech focus of the monthly, and section tables of contents have been streamlined for faster reference.

Out with the old (above left) and in with the new (above right). PC World's new "evolutionary" design preserves the magazine's visual continuity while offering readers an updated look that maintains its focus on products.

"It was critical that we preserved the visual continuity of the previous design, while refreshing the overall presentation," said Editorial Director **Kevin McKean**. "The new look showcases existing franchise areas, such as the Top 100, integrates the Internet in innovative ways, emphasizes the lab expertise of the PC World Test Center and much more."

"There were three specific goals to the redesign," said *PCW* Public Relations Manager **Amy Dalton**. "We wanted to serve tech-savvy managers better by getting busy readers to the content they want faster and without distractions; we wanted to preserve our focus on products, the heart of *PC World*; and we wanted to boost the magazine's print-Web connection."

Because the Web has become an important tool for PCW readers, URLs in the new design are highlighted by printing them in blue, as they would be seen on a Web page. The PCWorld.com address is printed on the folio line of every page, linking the magazine more tightly to its companion Web site. New "Find-It" numbers that direct readers to the correct Product Finder page on the site have been simplified (i.e., find.pcworld.com/12345) and help avoid complicated vendor URLs. (The address of a software patch on Microsoft Corp.'s site can be more than 100 characters long.)

The five-star rating system gives readers an easily interpreted glance at a product's quality and is included with the Find-It numbers at the end of reviews in the New Products and News & Trends sections, which now run shorter articles on more products. Ratings are generated by the editors of the magazine's Reviews department.

PC World commissioned New York City-based Don Morris Design to update the *PCW* design his firm developed in 1996. *Popular Science*, *Golf*, *Country Living* and *Smithsonian* are among other magazines the firm has redesigned.

According to *PC World* Creative Director **Robert Kanes**, the redesign is "evolutionary, not revolutionary. We have such a strong reader loyalty that we didn't want anyone to pick up the September issue and say, 'What the heck is this?'" WU

European *GameStar* publications convene first editorial meeting

The three European *GameStar* publications held their first joint editorial meeting in Munich July 26 and 27. Editorial staff from *GameStar* magazines of IDC Czech, IDG Hungary and IDG Germany shared insights about their local markets, current situations and future plans. Presentations focused on various areas of importance to all three magazines including market research, editorial guidelines, product reviews, the use of CD-ROM and DVDs, layout and the Web. A workshop about ways to enhance partnership between the three editorial teams lead to agreements on sharing news and screen shots. Also, joint efforts are planned to acquire full versions of software for the magazines' CD-ROMs.

"The meeting was great, and we got a lot of inspiration," commented **Ivan Novotny**, managing director of IDG Czech. **Joerg Langer**, editor-in-chief of *GameStar* Germany, noted, "To see the games market from the perspective of our Hungarian and Czech friends was extremely interesting. They shared many great ideas with us about ways to beat the competition." "It was one of the most effective and useful meetings I have ever participated in," added **Istvan Biro**, managing director of IDG Hungary. "I hope this was the first in a long series." WU

At the end of the first day of hard work, meeting participants retired to an authentic Biergarten for dinner and some well-earned relaxation. Pictured above from left are: ***Frank Maier**, IDG Germany;* ***Gunnar Lott**, IDG Germany;* ***Vladimir Czenko**, IDG Czech;* ***Uwe Kielmann**, IDG Germany;* ***Ivan Siler**, IDG Czech;* ***Ivan Novotny**, IDG Czech;* ***Istvan Biro**, IDG Hungary;* ***Joe Szigetvári**, IDG Hungary; and* ***Zoltan Biro**, IDG Hungary.*

executive Q and A

Pat Kenealy
The managing general partner of IDG Ventures is this week's columnist. He may be reached at pk@idgventures.com.

IDG Ventures at-a-glance

Number of companies invested in to date 31
Average number of investment opportunities being considered at any one time 80, 6 seriously
Biggest successes to date BabyCenter.com, F5 Networks, Servicemetrics, Spinner.com, VA Linux
Web site www.idgventures.com

Terms of the trade

Angel capital Small seed investments from wealthy individuals.
Expansion capital Larger investments from professional financial firms to grow companies with basically proven business models.
Mezzanine capital The last round of private capital raised before an IPO — usually raised by an investment bank.
Private placement A private investment round syndicated by an investment bank or merchant bank, rather than by a company or its venture capitalists.
IPO capital Capital raised by selling shares to the general public on an established stock exchange.

Q The economic environment has obviously changed since the heady days of venture capital investments a couple of years ago. How do you approach the business differently now?

A IDG Ventures' approach hasn't changed much. While the dotcom bubble was growing, we were fledgling venture capitalists who were being very careful with IDG's brand. Our first fund made lots of money but would have made even more if we'd invested in the half dozen or so deals that we turned down in '98 and '99 after final due diligence. We've never really loosened or tightened our due diligence standards over time. We're on pace to evaluate roughly the same number (2,200) of deals this year as we did last year — but better venture capitalists are sharing better deals with us as our track record and brand differentiation improve over time. We've made six to eight investments per year pretty consistently since we started in March 1997, and we should keep that pace this year. We're a five-partner team in San Francisco now, though, vs. four in past years. Also, following IDG's mantra, we're helping start new IDG venture capital funds in Europe and in Boston to diversify IDG's global risk and smooth out long-range returns.

Q In a slower market, what do you look for in successful companies?

A All the usual attributes — idea, market and team — remain important. Survivability with less or no further outside funding is an attractive attribute now that angel, venture, private placement and IPO capital are all tougher to raise. We probably favor more experienced managers as well, and great sales chiefs are more valuable than ever in tough markets.

Q What interesting new technologies are you seeing as you look at new companies today?

A Biometrics, broadband networking, network storage, digital imaging, home automation and wireless infrastructure (and applications) are some of the hot areas where we're looking and investing, but we're also considering traditional IT hardware and software start-ups, as well as — gasp — Internet commerce and media deals. We always welcome tips on hot technologies and companies from any IDGer. Just call 415-439-4420!

Q A couple of years ago entrepreneurs with a good idea could pick and choose among dozens of venture funds eager to give them money. How much of the venture funding has dried up these days, and how hard is it now for new companies to get funding?

A Classic early-stage venture funding feels as available today as ever for promising ideas, though the bar has risen on management team quality and financial plan quality. Angel, expansion and mezzanine capital are very tough to get right now. Many angel and corporate investors have been scared off as they've learned the real risks in venture investing. Classic expansion and mezzanine investors stick closer to the sidelines while the IPO market is "closed" as it is now, but they're investing selectively today and will be back promptly when the IPO window re-opens.

Q Are there other venture capital firms out there that compete with IDG Ventures?

A As a group, media company venture capitalists try to use their vertical market knowledge and audience reach to add value to start-ups. Four years ago, IDG Ventures was one of the early media company venture investors, along with the venture investing arms of Scripps, Tribune Co. and AOL. Since then, Bertlesman, Dow Jones, Hearst, New York Times, Primedia, Reed Elsevier, Sony, Vivendi, Yahoo and many other media companies have taken the plunge into venture capital, and a fair number of them are already scrambling for shore. We cordially co-invest with many of them in media or dotcom deals, but most of the time IDG invests in IT deals alongside traditional IT venture capital firms. In those deals we're usually the only corporate (or media) venture capitalist in the deal, welcomed because of IDG's rich IT market knowledge and global reach.

Q Is there such a thing as a typical week for you? If so, could you give us an idea of what sorts of things you do during an average week?

A Venture capitalists do six things week-in-week-out: 1. Find new deals. 2. Evaluate deals. 3. Negotiate deal terms. 4. Help portfolio companies (usually as an active director). 5. Liquidate investments (good and bad). And 6, manage internal fund operations. Numbers 1, 2 and 4 are the biggest time consumers, but mistakes on any of these tasks can be very expensive. Thankfully, the IDG Ventures partners have complementary strengths and favorites across these tasks, so everyone's time allocations are different. The most necessary skill is multi-tasking under tight deadlines among smart colleagues.

Macworld Conference

continued from page 1

IDG WORLD UPDATE

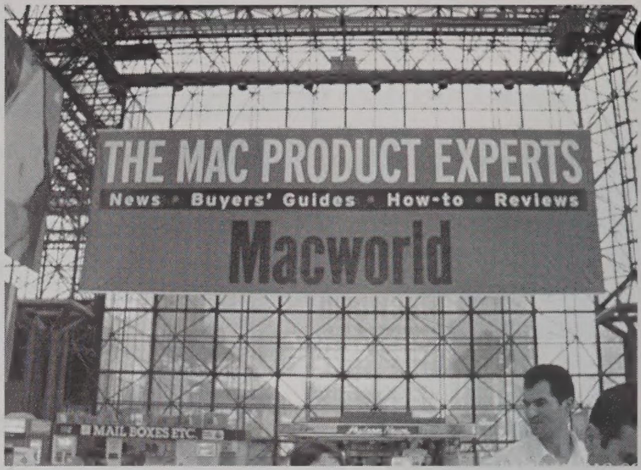
IDG World Expo President & CEO ***Charlie Greco*** *(front left) poses with members of the hard-working Macworld Conference & Expo team. They include (in alphabetical order):* ***Stephen Athan, Susan Brown, Suzanne Carroll, Rick Chamberlain, Debbie Diodati, Shelley Dunn, Doris Forde, Kate Greene, Sarah Hindmarsh, Aramis Jordan, Danielle LaMountain, Laura McDermott, Stephanie Merrill, Annette O'Reilly, Nora Risti, Rob Scheschareg, Brooke Selby, Natalie Vercauteren, Karen Whitman, Beth Wickenhiser*** *and* ***Robin Wiersma****. Missing from the photo are:* ***Robin Hodus, Jennifer LeMay, Jay Novack, Jim Paolillo*** *and* ***Traci Zimmerman****.*

Apple CEO Steve Jobs' opening keynote, which was listened to simultaneously by 44,000 people around the world via Apple's QuickTime Player over the Internet, was a preview of Mac OS X version 10.1. It was accompanied by demonstrations of native Mac OS X applications by 10 major developers including Adobe, Filemaker, IBM, Microsoft and Quark. More than 50 third-party developers made announcements at the show supporting OS X.

> *"The loyalty of the Mac community is astounding. While other trade shows struggle with low attendance numbers, Macworld Conference & Expo continues to set new records."*
>
> *— Charlie Greco*

More than 120 conference sessions including 15 full-day workshops drew thousands of attendees during the four-day event. Here, too, OS X-focused topics attracted the most interest with OS X In Depth and Your First OS X Workshop drawing the biggest crowds. Conference sessions including Making the Transition to OS X, Troubleshooting Mac OS X; Photoshop: Fast, Flawless and Flexible; and Crashed Again: How the Pros Troubleshoot Macs, were among the most popular.

New this year were a series of "Birds of a Feather Meetings," which drew enthusiastic groups of attendees for informal discussions on a number of Mac-related topics. Discussion topics ranged from Mac OS X Users Unite to Digital Video to Digital Futures in Higher Education and most drew between one and two dozen users eager to share their experiences and seek assistance from colleagues facing similar challenges. "The feedback we got on these meetings was excellent," said **Natalie Vercauteren**, IDG World Expo director of conferences, adding that they are planning to organize similar meetings at the next Macworld.



Macworld magazine's banner flew high over the heads of show-goers.

Mac Publishing's *Macworld* magazine and the companies' three Web sites (Macworld.com, MacCentral.com and MacworldPriceFinder.com) once again served as the official flagship sponsors of the expo. Foregoing a full-fledged booth, the company choose instead to generate enthusiasm for its PriceFinder offering (www.macworldpricefinder.com) and the PriceFinder Sweepstakes it is currently sponsoring (http://sweepstakes.macworld.com/surfsweeps/). Macworld PriceFinder is the one-stop shop for top Macintosh products from a variety of online vendors, cross-referenced with *Macworld*'s expert reviews and buying advice.

In its prime lobby location, Mac Publishing displayed the custom-designed surfboard, which along with a Power Mac G4 computer will be awarded as prizes in the PriceFinder Sweepstakes, blasted surfing music, sold subscriptions and gave away 10,000 copies of its August issue.

The publication also presented its twice annual Macworld Best of Show Awards. To be eligible, products were either making their public debut at Macworld Expo or were recently introduced and likely to generate excitement on the show floor, according to **Jim Dalrymple**, news director for MacCentral.com, who presented the awards.

Now in its 17th year, the next Macworld Conference & Expo will take place Jan. 8-11, 2002, at San Francisco's Moscone Center. For more information, contact **Brooke Selby** at brooke_selby@idg.com. WU

IDG

Week of August 13, 2001

Fusion Operations Manager (NWI)

Reporting to the VP of Online Development, this position will provide accurate, efficient, timely and courteous operational support for the Fusion team. Responsibilities will include coordination of the implementation of Audience Development maintenance projects, support of advertising and billing operations and assisting Account Managers in meeting sales objectives. The successful candidate will possess excellent multi-tasking skills and the ability to work with multiple interruptions. Must demonstrate the ability to take ownership of projects from inception to completion. Excellent communications skills, attention to detail and strong organizational skills are required. Proficiency in Microsoft Office (Outlook, Word, PowerPoint and Excel are a must. Experience with Sales Contact Databases, Dreamweaver and Central Ad and Doubleclick DART are preferred. *Location: Southborough MA*
Contact: Email: **hotjobs@nww.com**

Circulation Director (MAC)

Macworld, the #1 Macintosh resource, is seeking a Circulation Director. The Circulation Director will have full responsibility for planning, organizing and coordinating all the circulation activities of company. Participate in developing corporate circulation and publishing strategies; responsible for achieving circulation goals. He or she will handle budgeting, planning and profitability analysis, as well as independent direction and implementation of promotion efforts. Supervise single copy sales, subscription fulfillment and promotion activities. Maintain relationships with outside vendors (including printers, fulfillment services, data processing and consultants). *Location: San Francisco CA*
Contact: Contact: S. Wu Email: **su-tsen_wu@idg.com**

Copy Editor (IFW)

InfoWorld Media Group is seeking a Copy Editor to work in a team environment. Working in a deadline-oriented setting, key responsibilities include editing copy for grammar, spelling, consistency, and adherence to AP and InfoWorld style; writing headlines, captions, and pulling quotes; designing pages using QuarkXPress; and posting stories on InfoWorld.com. This position requires attention to detail, excellent written communication skills and the ability to work with a diverse group of people. Candidates must have hands-on experience with QuarkXPress. Some copy editing training or experience and Associated Press style knowledge a plus. QPS experience also a plus. A degree in English or related subject, and one year experience preferred. *Location: San Mateo CA*
Contact: J. Clause, Email: **Jacqueline_Clause@InfoWorld.com**

Account Executive (LST)

IDG List Services is seeking an inside sales professional with a senior level of customer service to work in their fast paced email department. The Account Executive will act as the liaison between all clients and list rental customers. Candidates must be detail-oriented with strong writing, computer and organizational skills with an excellent phone manner. A college education preferred, 3+ years sales experience in high tech preferred. Knowledge of list rentals or direct marketing is a plus. *Location: Framingham MA*
Contact: A. Jones, Email: **alana_jones@idg.com**

Marketing Research Intern (ICI)

IDG, a global high-tech media company, is seeking an energetic, highly-motivated, organized and detail-oriented individual to assist in developing integrated marketing and research programs for IDG's Top 30 clients (e.g., Microsoft, HP, IBM, Intel). Responsibilities include developing SWOT/competitive analysis on top IT vendors; responding to requests for IT market data from IT vendors and advertising agencies; compiling and distributing market intelligence about top customers; creating strategic PowerPoint client presentations. The position will commence as an unpaid internship with earnings potential. Candidates will have, or be in the process of obtaining, a college or graduate degree. Research/media background and computer skills (PowerPoint) a plus. International experience preferred. Strong verbal and written English skills required. *Location: San Francisco CA*
Contact: Email: **volker@idg.com**

Go to http//:careers.idg.com to view all current job opportunities at IDG

Enhancements to IDGCIA.com

- **A new updated design**, consistent with other IDG Web sites such as www.idgcentral.com and www.idg.com, providing better navigation and easier access to the most requested information.
- **A home page summary of the latest call reports** from all participating IDG companies. (Call reports are a description of what transpired at a sales rep's visit to a client or agency.)
- **The new "Smart Kit" feature**, a convenient way for sales reps to get the latest customer information prior to a sales call. Simply type in the name of any company and you will be provided with a one-click summary of recent customer activity including up-to-date company profile, the latest call reports from all participating IDG companies, up-to-date spending history for the past two years in all U.S. publications (both IDG publications and competitors), the latest available research abstracts from IDC, and the latest news stories about the customer and their products from the IDG News Service.
- **The popular IDG Competitive Newsletter**, on hiatus for the past two years, has been reborn in its own section of idgcia.com. A related "Competitive Scoop" section has been created to provide up-to-date news and information on IDG's competitors. (See story at right.)
- **A customized profile** that enables users to select which companies they want to track for personalized news as well as other user-specific features such as e-mail delivery of call reports from IDG business units for their top five accounts.
- **New resources in the "CollaborAction" section** and the interactive "Have You Heard" submissions of news, gossip and information from your colleagues around IDG.

IDGCIA.com

continued from page 1

senior management. Access to the site is limited to this group, and access is only granted with permission of the publisher or managing director of an employee's business unit.

Longtime users are happy with the new format. "The new and improved version is incredible," said CXO Media VP/Online Sales **Lisa Brown**. "it embodies 'collaboraction' with one-stop access to almost any information I need about a client. I usually scan the collaboraction area to see if there's a presentation that I can modify for my use."

Brown said IDGCIA.com is the default location on her Web browser so she can remember to check it first thing every morning. "The 'have you heard' e-mails are my favorite because it's the best way to share information with my colleagues (although it's always a race between [IDG Communications VP/Marketing] **Catey DeBalko** and myself to see who can get the latest-breaking news posted first)."

IDG Chairman **Pat McGovern** said IDGCIA.com is the first site he visits when he goes online. "I believe knowledge is power, and IDGCIA.com gives IDG the power to win in the marketplace."

To get a login and password, go to www.idgcia.com and follow the instructions. Check out the site today and send your feedback to globalcomm@idg.com or contact Jeff DeBalko at jeff_debalko@idg.com.

The IDG Competitive Newsletter makes its Web debut

The IDG Competitive Newsletter has been around in one form or another for 20 years (it was one of IDG President and CEO **Kelly Conlin**'s tasks when he joined the company in 1989 as business development manager) but never has it been available to such a wide audience as it is now on www.idgcia.com.

IDG Research Services' Director of Competitive Analysis **Allison Stamm** authored the newsletter from 1992 to 1999 – during which time it evolved from a monthly print report to a bi-weekly e-mail newsletter – and will reprise that role now that it has been reincarnated on the Web. Published every two weeks initially, the Competitive Newsletter serves as an in-depth analysis of current competitive events and aims to give some perspective to issues of interest. The July 18 issue, for example, analyzed to what extent the first two issues of Ziff-Davis' *CIO Insight* attracted new advertisers to ZD (not many) compared to *CIO*'s success in attracting unique advertisers and assessed the challenges that will face the "new" *Business 2.0* recently acquired by AOL Time Warner.

> *The Competitive Newsletter serves as an in-depth analysis of current competitive events and aims to give some perspective to issues of interest. The July 18 issue, for example, analyzed to what extent the first two issues of Ziff-Davis' CIO Insight attracted new advertisers to ZD (not many) compared to CIO's success in attracting unique advertisers.*

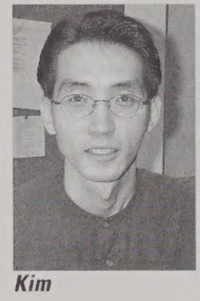
Stamm emphasized that the Competitive Newsletter is a collaborative effort, with insight from IDG sales people constantly flowing into her mailbox. "It's the central hub of a very large wheel; my job is to put the stories together and connect all the dots," she said. Stamm noted that IDG employees outside the U.S. were particularly enthusiastic readers of the old Competitive Newsletter, and the Web version will make it easier for even more international readers to monitor what's happening in the U.S. IT publishing arena.

The Competitive Newsletter now has a companion site, Competitive Scoops, which is designed to be a concise and targeted summary of the day's key events. Competitive Research Analyst **Allison King** handles the Scoops section and poured through hundreds of press clippings from the past year to compile a library of major IT industry news items that are searchable by brand (ComNet, *Computerworld*, *Computer Reseller News*, *Darwin*, EarthWeb, etc.) and by category (International, Investment, Launch, Online, Partnership, etc.). The sources for these news items are wide-ranging, from competitors' press releases to dailies' press clips to wire service reports, but in all cases they are brief three- to five-sentence items. Going forward, Competitive Scoops will include a more complete compilation of industry news but for the moment the most important announcements of the past year are included.

Comments and suggestions for making the newsletter more useful and interesting should be sent to Allison Stamm at allison_stamm@idg.com.

noteworthy people

Petersen



Kim

Blackwell

Pietras

Pedroni

Gualteri

Promotions

Dawn Petersen has been promoted to the position of Web producer at ITworld.com. "Dawn has done a tremendous job since joining the Electronic Publishing team in October of last year, first doing content import and then doing Web production," said **Betsy Bellar**, vice president, Electronic Publishing. "Dawn is a skilled professional and is always ready to lend a hand. Her eagerness to make even that 10th change to a piece of work makes her a joy to work with. I feel lucky to have her on my team. She is certainly an asset to ITworld.com."

Also at ITworld.com, **James Kim** has been promoted to senior Web engineer. James joined ITworld late last year and immediately jumped into the company's Polaris site development. Most recently, he created the Newsletter archive for the new site and updated the Java code that builds the site to reflect changing business needs. "James is always a pleasure to work with and he is a valued technical resource to people in all departments," said **Doug Loyer**, vice president of engineering.

Miami-based IDC Latin American Analyst **Jay Gumbiner** has been promoted to senior analyst with Latin America PC Research. "Over the past four-plus quarters, Jay has demonstrated excellent skills in project management, presentations, customer service, and conflict resolution," said **Alexandra Martinez**, program manager, IT Hardware Research. "He very quickly took ownership of IDC's Latin America PC quarterly research and improved the quality and shortened delivery times to clients by almost a week. By doing this he now delivers to the worldwide team before any other region in the world. Jay has also established himself as a strong PC analyst in the IT community and has been invited to participate in numerous events. He is also a member of IBM's NetVista Advisory Council and has been a co-speaker at the Latin America Microsystems Computing Council. One of his greatest strengths has been in absorbing extensive information, understanding how various factors may impact the PC market, and successfully communicating his opinion on the state of the PC market in Latin America to the press."

New employees

Laura Blackwell, who had been working as assistant to *PC World* Editorial Director **Kevin McKean** on a temporary basis, has joined the staff permanently. She comes to *PC World* from six years at Avocet Sales and Marketing where she was both office manager and inside sales manager and taught herself HTML to help set up the company's Web site. She holds a B.A. in English and anthropology from Grinnell College in Grinnell, Iowa, where she had an honor scholarship and won several awards. Away from the office she studies Chinese martial arts.

Sophie Pietras joins IDG Italy as assistant to the managing director. A native of France, Sophie comes to IDG from Franpin, the Italian branch of a French decorating products company, where she was in charge of customer service. Sophie studied applied foreign linguistics at the Sorbonne in Paris and outside of work, enjoys horseback riding, hiking and walking her two great danes.

Enrico Pedroni is the new marketing manager for the Business Magazines group at IDG Italy. Previously a marketing manager with the British Chamber of Commerce, he graduated from Milano University with a degree in political science and enjoys sports, especially skiing and cycling.

Cristina Gualteri joins IDG Italy as marketing manager for the Consumer magazines group. She comes from Noesis, an Italian public relations agency where she was the account director in charge of the IT division. A graduate of the University of St. Petersburg in Russia, she earned a degree in foreign languages and foreign literature, and enjoys Russian literature and sports, and especially likes yachting.

Returning employees

Cort Isernhagen returns to IDC in Framingham, Mass., as vice president of Interactive Products and Services. He previously served as director of marketing for IDC Asia/Pacific in Singapore. Prior to rejoining the company, he was general manager for the marketing department for a division of China.com in Singapore. Cort holds a master's degree from the American Graduate School of International Management and a bachelor's degree in business administration from Hawaii Pacific University. In his free time, he enjoys mountain biking and spending time with his daughter.

Gillian Law returns to the IDG fold as senior correspondent, Europe, with the IDG News Service's London bureau. Previously a reporter with *Computerworld New Zealand*, she became features editor for *Components in Electronics*, where she assigned and wrote stories and edited a supplement "with the thrilling title, *Obsolescence in Electronics*. Good conversation killer at parties, that one," Gillian noted. She holds a B.A. with honors in French and marketing from Strathclyde University in Scotland and enjoys yoga, running, books and pubs.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23

Zvonimir Lepusa *IDG Germany*

18

Carolyn Medeiros *Computerworld*
Mary Fanning *Network World*

16

Hans Weber *IDG Germany*

15

David Bromley *IDG World Update*

13

Marlene Tobias *PC World*

12

Heinrich Vaske *IDG Germany*
Simon Salamon *IDC*

10

Andrew Mattus, IV *InfoWorld*
Roberta Cruse *Network World*

9

Russell Doyle *IDG*

8

Miriam Wiley *IDG New Zealand*

6

Viviana Esterkin *IDG Argentina*
Simone Leinweber *IDG Austria*
Gemma Dietrich *IDC*
Rayful Ng *IDG Hong Kong*
Marlo Matoska *Network World*
Jeff Kuta *PC World*

5

Junya Onuma *IDG Japan*
Shawn King *IDG*
Sandra Ng *IDC Singapore*
Andrea D'Amato *Network World*
Melissa Gruber *PC World*

4

Katherine Bull *InfoWorld*
Kristen Pomer *InfoWorld*
Tsutomu Kato *IDG Japan*
Kevin Tutt *IDG New Zealand*
Christopher Dawe *IDC*
Cynthia Panzera *Network World*

3

Gail Tedeschi *CXO Media*
Miriam Miranda *IDG*
Nina Osterwalder *IDG Switzerland*
Christina Casey *IDC*
Amy Mizoras *IDC*
Philip Hochmuth *Network World*
Lorraine Oliveri *IDC*

2

Jen Cotton *IDG Games Media Group*
Justin Lambros *IDG Games Media Group*
Kouichi Hamada *IDG Japan*
Kerstin Juchem *IDG Germany*
Christopher Jakob *IDG Germany*
Thomas Rieske *IDG Germany*
Jonny Evans *Macworld U.K.*
Annabel How *Computerworld Singapore*
Sandra Edler *IDC Benelux*
Julie D'Errico *Computerworld*
Mark Hall *Computerworld*
Barbara Cordero *IDC*
Pooneh Fooladi *IDC*
Brian Hoenig *IDC*
Robert Rosenthal *IDC*
Kalpana Narayanamurthi *PC World*
Mary Zones *PC World*

1

Basil Scaperdas *InfoWorld*
Carla Amaral *IT Careers*
Hiroko Nara *IDC Japan*
Markus Pilzweger *IDG Germany*
Stephanie Lim *Computerworld Singapore*
Silvia Elena de Oliveira *IDC Brazil*
Elena Bytschina *IDC Benelux*
Debbie Fishman *IDG World Expo*
Michael Beane *IDG*
Simon Chew *IDC Singapore*
Gary Hong *IDC Singapore*
Michael Giam *IDC Singapore*
Florence Gan *IDC Singapore*
Nathan Midler *IDC China*
Lilian Li *IDC China*
Filomena Cherta *IDC*
Andrew Devine *IDC*
Daniel Duggan *IDC*
Meta Haase *IDC*
Casey Hall *IDC*
Suzanne Keene *IDC*
Sterling Perrin *IDC*
Stacy Simler *IDC*
Alexander Weis *IDC*
Natalie Lau *IDG Hong Kong*
Nancy Petkunas *Network World*
Thomas Pena *PC World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Change of address

IDG Venezuela moved on Aug. 1 to the following address:

Los Caobos, Av. Rio de Janeiro
(entre calles Bucare y Buenos Aires)
Ed. EDIMCA, Piso 3, Of. 11
Caracas, Venezuela

Tel: 58-212-7937384
58-212-7939262
58-212-7932341

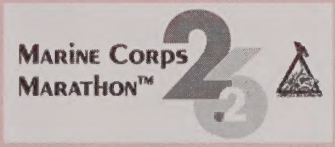
Mail may be sent to the following postal address:

IDG Venezuela
A.P. 61080
Caracas 1060-A
Venezuela

Running mates sought for NYC and Marine Corps marathons

Four fleet-footed employees from IDG France will be running in the New York City Marathon on Nov. 4 and would like to join up with any other IDGers at the starting line. *Distributique* journalists **Fabrice Dalongeville** and **Thierry Bienfait**, *Le Monde Informatique* Layout Executive **Pascal Gautier** and General and Administration Manager **Christian Le Gall** have participated in marathons for many years, both in France and abroad. They have offered to provide IDG T-shirts to any other runner colleagues in the New York race. (*JavaWorld* Senior Editor **Scott Plamondon** is one IDGer known at press time to have an official race number.) If you would like to coordinate with the French runners, contact Christian Le Gall at legall@idg.fr.

Meanwhile, three more IDGers have been preparing for the Marine Corps Marathon in Washington, D.C., on Oct. 28. ITworld.com Vice President/Human Resources **Kristen McIsaac**, IDG Recruiter **Jennifer Snow** and IDG Compensation Manager **Annelise Fortier** are planning to parlay their marathon miles for pledges and raise money for a charitable cause. The team is currently in the process of selecting the charity.



If any other IDGers are registered for the Marine Corps Marathon or another marathon in the fall and want to train with them, contact Kristen McIsaac at kristen_mcisaac@itworld.com. WU

celebrating 10!

Name
Henry Pham

Home
San Francisco

Joined PC World
June 1990 as an electronic typographer

Career path
I was hired essentially as a Magna operator to use a PC to code raw text to match *PC World*'s typographical standard. After switching to the Mac platform using QuarkXPress, my responsibility quickly extended to other areas of graphic arts tasks.

Current title
Copy production associate. I am responsible for tracking all screen shots from edit to art, creating and shepherding the Top 10 pages from edit to production, designing all feature charts and helping to input copy changes in the manuscript submitted by control editors.

Best part of your job
Working closely with the editorial and art departments gives me a chance to experience the best of both worlds: beauty in language and truth in art.

Latest accomplishment
Successfully predicted the outcome of presidential race between Gov. George Bush and Vice President Al Gore using Oriental astrology. I won a bowl of soup.

What's kept you at IDG for 10 years?
The excitement of the PC industry and the friendship and dedication of my colleagues to their profession.

Interests outside the office
I am dedicated to helping my children reaching their fullest potential. I devote most of my spare time to helping them do their homework and encouraging their natural curiosity through the process of creative thinking and proactive reading.

Family
My wife Carol and I have three girls: Christine, 8, Cathy, 7, and Carolyn 6.

Most rewarding thing you've ever done
Two years ago, I was a vice president of HOPE (Helping Our People Emerge), a non-profit organization that helps out underprivileged children in Vietnam. We successfully raised $10,000 that year.

What ability do you wish you had
Reading Chinese fluently. It's my desire to learn about China's ancient history and philosophy by reading original Chinese texts.

*IDG Chairman **Pat McGovern** escorts PC World's **Henry Pham** to dinner at the San Francisco Ritz-Carlton in honor of the latter's 10 years of service to the company.*

Five people — living or dead — you'd invite to dinner
Cape Verdean singer Cesaria Evora; Greek writer, poet and philosopher Nikos Kazantzakis; artist Pablo Picasso; actress Audrey Hepburn; and composer Ludwig van Beethoven.

As a kid, what did you want to be when you grew up?
Having grown up in Vietnam during its civil war, I did have a dream to become a talented general. I read books on strategies and famous battles.

Dream destination?
I would love to take my family on a cruise to Alaska to experience the grandeur of nature.

What others can't tell just by looking at me
I have a burning interest in the mystical world.

If you won the lottery tomorrow, you would
Pay my way to live in on a submarine for a few months. Life under the ocean always fascinates my imagination.

Retirement dreams
San Francisco is forever my favorite city.

Manager's profile
"Henry is a true innovator whose creative thinking benefits everyone at *PC World*. Wherever there's a workflow problem, Henry finds the seamless way to resolve it. We're indebted to his wizardry with Quark, his work ethic, and his helpful, good-natured approach to the job."

— *Kimberly Brinson, managing editor, PC World*

and finally...

The editors of *IDG World Update* would like to thank the following people who provided information and assistance for this week's issue:

Karen Chong, *IDG Global Communications*
Jeff DeBalko, *IDG Global Communications*
Pat Kenealy, *IDG Ventures*
Isa Mueller, *IDG Germany*
Henry Pham, *PC World*
Brooke Selby, *IDG World Expo*
Allison Stamm, *IDG Research Services*
Annie Weissenberger, *IDG Germany*
Beth Wickenhiser, *IDG World Expo*

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees.

The staff can be reached at 3 Post Office Square, 4th floor, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on at www.idgworldupdate.com.

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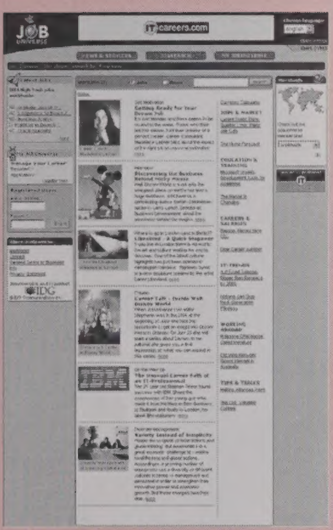
WWW.IDGWORLDUPDATE.COM

IDG's job recruitment site relaunched

JobUniverse features improved functionality, enhancements

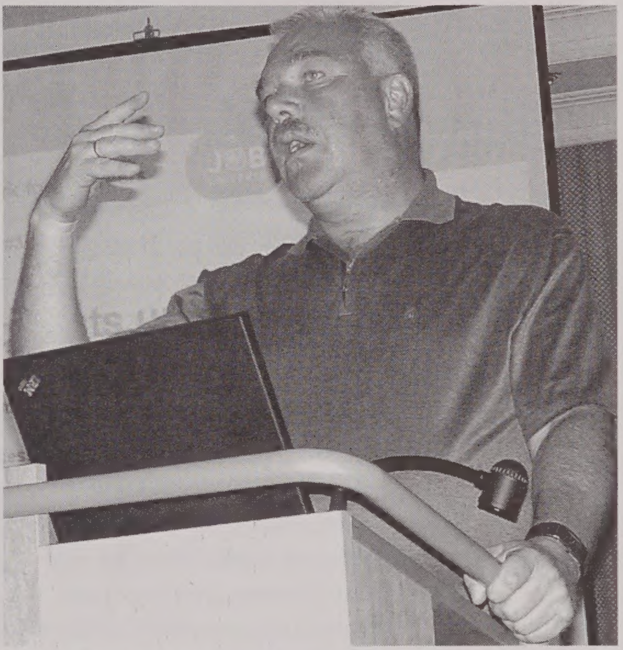


JobUniverse is currently hosted by 15 IDG business units around the world.

After nearly a year retooling, redesigning and reorganizing, IDG's global job recruitment site, JobUniverse (www.jobuniverse.com), run by Germany's Computerwoche Verlag GmbH, was ready for relaunch. To mark the occasion, 40 IDG recruitment specialists and marketers from 16 countries came to Munich last month for two days of presentations, discussions and exchanging ideas.

Founded in 1999 by IDG's Irish licensee, ComputerScope Ltd., the global job recruitment site and database was taken over by Computerwoche Verlag last year. The site serves as a central aggregation point for job listings, news, advice and services from IDG's 15 recruitment sites worldwide. No other site offers job seekers English-language job searching across multiple countries with direct contact to recruiters through IDG's online and print publications.

"IDG has tremendous marketing power," said JobUniverse Marketing Manager **Nicola Krapohl**. "Running a full-page recruitment ad in all 300 IDG publications every month would cost US$16.5 million. Some JobUniverse Web sites, such as Denmark's, sell combinations of online and print ads. For an additional fee, a short version of a



***Ralph Peter Rauchfuss**, managing director of Computerwoche Verlag, told attendees that huge opportunities exist in online recruitment.*

continued on page 4

Inside:

IDG sells Hungry Minds to John Wiley & Sons (p 2)

The Industry Standard suspends publication (p 3)

Fifth annual Webby Awards ceremony shines spotlight on Internet stars

*Webby Awards President **Maya Draisin** and CEO **Tiffany Shlain** flank Ray Tomlinson, inventor of e-mail and recipient of the Webbys Lifetime Achievement Award.*

Projecting a "Do you believe?" faith in the future and power of the Internet, the International Academy of Digital Arts and Sciences presented the fifth annual Webby Awards at the San Francisco War Memorial Opera House last month. More than 3,000 people came to celebrate sites in 29 categories ranging from Community and Education to Music and Weird.

"We've all had a painful year," Webby CEO **Tiffany Shlain** told the audience at the Oscars-style event. "I don't think there's anyone in this theater who hasn't had to do a lot more with a lot less."

"Because of the economy [the Awards themselves were] an amazing accomplishment and opportunity for people to come together and celebrate the excellent work that's still being done online," said **Maya Draisin**, president of the Webby Awards "The caliber of people who participated was higher than ever, and we were really thrilled with how well it went."

Tony Award-winning actor Alan Cumming, who is currently appearing in and directed the film "The Anniversary Party," acted as the ceremony's emcee. ABC newscaster Sam Donaldson and Intel Chairman Andrew Grove presented awards, which resemble large spring-like trophies.

Winners' acceptance speeches are held to a maxi-

continued on page 5

in brief newsworthy

John Wiley & Sons to purchase Hungry Minds for $183.5 million

In an agreement announced last week, Hungry Minds, Inc. (formerly known as IDG Books) will be acquired by New York-based book publisher John Wiley & Sons. Under terms of the transaction, expected to be completed by mid-September, John Wiley will pay $6.09 per share for the approximately 14.8 million outstanding shares of Hungry Minds plus $92.5 million in outstanding debt for a total of $182.5 million.

IDG Books was launched in 1990, and its first blockbuster hit followed shortly thereafter: *DOS For Dummies*. That hugely successful title spawned a series of *For Dummies* books that currently comprises more than 400 titles and has sold more than 90 million copies.

In mid-1998, IDG Books filed an IPO in which IDG remained the majority stockholder. Shortly after the IPO, the company began a series of acquisitions to diversify its revenue, acquiring Cliffs' Notes and the Macmillan General Reference titles, which included Frommer's travel guides, Weight Watchers diet guides, Betty Crocker cookbooks and Webster's New World dictionary, among others. It bought Hungry Minds in 2000 and changed its name thereafter.

While the company had initial success with this diversification strategy, beginning in the fourth calendar quarter of last year, Hungry Minds began to experience a sharp falloff in sales, a sudden reversal of the company's historic levels of revenue and profit growth. This was caused by a number of factors, including a very slow retail environment, an abnormally high return rate and a number of retail chains closing or consolidating. Because of the debt service the company took on for its acquisitions, the deterioration in the bottom line has had a profound impact on the company's debt covenants and strained its working capital.

This situation led the management of Hungry Minds to recommend that a recapitalization of the company occur. Given the requirements of a public company to serve the interests of all shareholders, the only way to do this fairly was to conduct a disclosed auction that would indicate its market value, according to IDG President & CEO **Kelly Conlin**.

Although IDG did consider participating in the auction, "two factors led us to believe that it was in IDG shareholder's best interest to divest our shares in the company to the John Wiley offer," Conlin said. "First, Hungry Minds has diversified beyond IDG's core mission, with well under half the company's revenue now coming from technology-related titles, and second, as the industry consolidates, profitable book publishing increasingly requires economies of scale in distribution, inventory management and terms of sale economies that a mid-size publisher like Hungry Minds just doesn't have."

> *Although IDG did consider participating in the auction, "two factors led us to believe that it was in IDG shareholders' best interest to divest our shares in the company to the John Wiley offer."*
>
> *— Kelly Conlin*

For IDG employees who participate in the company's ESOP/ISOP programs, divesting of Hungry Minds will keep the current losses of Hungry Minds from diminishing IDG's shareholder appreciation.

Hungry Minds will report a net loss for the third fiscal quarter of 2001 of $0.9 million, or ($0.6) per share, vs. net income of $2.6 million or $0.17 per share for the same period prior fiscal year. Ne revenues for fiscal third quarter ending June 30, 2001, are $41.4 million, down 25% from $55.2 million in the fiscal third quarter of 2000.

The Board of Directors of Hungry Minds has unanimously approved the tender offer and the merger and has recommended that Hungry Minds shareholders tender their shares in the offer.

AOL Germany to integrate online content of four IDG sites

AOL Germany and Munich-based IDG Interactive GmbH have signed an agreement that enables AOL to integrate selected online contents of *PC Welt*, *GameStar*, *Macwelt* and tecChannel.de. Beginning Sept. 1, the portals AOL.de, CompuServe.de and Netscape.de, will be enhanced by news and consumer and service-oriented contents such as in-depth hardware and software tests from the IDG Test Center, up-to-date reports on all Internet topics, Web tips and competent guides with helpful background reports.

Both companies envision a long-term partnership that will help them to achieve wide coverage of timely computer and Internet topics, broaden AOL's content and make the public even more familiar with IDG brands.

In Germany, the AOL computing section is one of most popular services offered to consumers in the IT sector, and it is one of the fastest growing parts of AOL's offerings. AOL Germany had been producing its own computer-related content but turned to IDG as a cost-savings alternative.

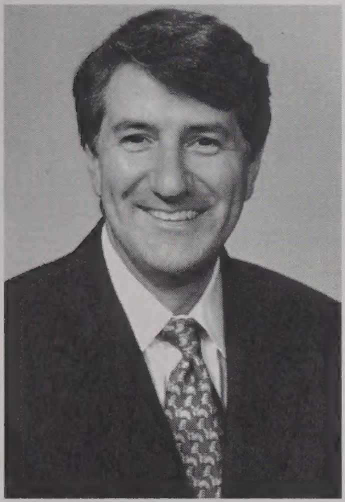
Stephan Scherzer, a member of the management board of IDG Interactive and the company's lead negotiator for the AOL deal, said the agreement will "generate strong synergistic effects" for the four IDG Germany Web sites and print brands. "IDG is getting a huge number of ad impressions on all AOL sites to promote our magazines," he said. "Since AOL is a closed community, this is a big chance to reach new readers for our print publications. Also, due to this deal, AOL has dramatically increased its spending on ads and CD-ROMs with our publications, especially *PC Welt* and *GameStar*."

For more information, contact Stephan Scherzer at stscherzer@idgmagazine.de.

Letter from the president

Kelly Conlin

The president & CEO of IDG is using this space today to explain last week's decision by the Standard Media International board of directors to suspend publication of The Industry Standard.



- *The Industry Standard* debuted as a weekly print publication and TheStandard.com as a daily online resource for Internet business strategists on April 27, 1998. Daily and weekly e-newsletters and online reports, as well as an executive-level conference division, soon followed.
- In 2000, *The Industry Standard* set an all-time publishing industry record of 7,558 advertising pages.
- TheStandard.com logged more than 6 million page views per month in 2000.

Selected TIS Awards

- *Business Marketing*'s Best of Business Press Award (1999).
- Editor-in-Chief **Jonathan Weber** named to *MC*'s and *Technology Marketing*'s "most influential journalist" list (1999-2001).
- Maggie Award from the Western Publishing Association for best feature story (2000).
- Senior Writer **Gary Rivlin** received a Gerald Loeb Award for Distinguished Business and Financial Journalism for the cover story "AOL's Rough Riders" (2001).

Dear colleagues,

Effective today, Standard Media International will suspend publication of its *Industry Standard* magazine and reorganize the company under protection of a Chapter 11 bankruptcy filing.

There were several factors that led to this unfortunate conclusion.

Most importantly, the company's "vital signs" have been dropping precipitously in the face of a severe correction in the overall market. Customers propelled the company to $140 million in revenue last year; this year revenue will be closer to $40 million. And expenses, while being aggressively cut, are still large enough to create more than $50 million in losses in the last 12 months.

Unfortunately, this market correction overshadowed the continued, substantial accomplishments of the Standard Media team, including maintaining its market share leadership, holding a highly successful conference, continuing to grow its online audience and increasing the title's circulation.

Managing a company through the contraction of 2001 rather than the expansion of 2000 proved to be extraordinarily difficult, however, given the context by which the company was planning its future. Last year the company made plans to undertake an initial public offering — and steps that were taken in this regard had a substantial impact on the company.

> *"We appreciate the efforts of all those who have worked so hard against the market tide to keep the company moving forward. In particular, we are proud of the journalism that has been produced by this team. As much as anyone, we wish that circumstances had not conspired to bring us to this point in this company's brief but storied life."*

First, in early 2000 the company closed a round of venture capital investment from seven institutions, including Flatiron Partners, Chase Capital, Morgan Stanley Dean Witter Ventures, J.&W. Seligman, Pearson, Europe@Web and ChaseH&Q. The objective of this investment was to diversify its ownership (founding shareholder IDG now owned less than two-thirds of the fully diluted shares), fund new activities (since the company was profit-able, the new investment could be deployed for new projects) and demonstrate the company's financial viability (the public markets would be more attracted to a diversified capital structure and board composition).

Second, this new investment, coupled with a rapidly growing market, led the company to expand aggressively in its print, online and event divisions, with a whole series of new products and significantly more staff; lease obligations were made that would accommodate 600-plus employees.

Third, the company moved to become independent by developing its own corporate infrastructure and systems for accounting, information systems, financial analysis, human resources, payroll, benefits and legal and auditing services.

The severe market correction of 2001, coupled with these higher fixed expenses, led the company to consume all of the cash it received from its investors. With the IPO window now shut, the existing inves-tors sought various methods of providing financing for the company, and several term sheets have been proposed but none came to fruition. The investors made their best efforts to raise additional funds for the company but in today's troubled ecomony, particularly with the "overhang" of the company's obligations, those efforts were not successful.

Absent alternative financing, the board's fiduciary responsibility is to protect the assets and reorganize the company for the benefit of its creditors and other stakeholders.

That is now being done.

During this transition period, Standard Media COO **Ann Marie McGowan** will lead the company, maintaining a small staff to operate the company — including an editorial staff that will maintain the Web site — while it proceeds through this reorganization. Other members of the management team will serve as consultants to the company during this process as needed. The goal is to consummate an asset sale of the company, unencumbered by the current liabilities, that will allow the publication and its related services to continue serving its customers.

In conclusion, we appreciate the efforts of all those who have worked so hard against the market tide to keep the company moving forward. In particular, we are proud of the journalism that has been produced by this team. As much as anyone, we wish that circumstances had not conspired to bring us to this point in this company's brief but storied life.

JobUniverse

continued from page 1

JobUniverse ad is also published in their *Computerworld*. The combination IDG can offer – online, print, and events — is outstanding. No other recruitment Web site can offer them as easily as IDG."

IDG recruitment specialists and marketers from 16 countries attended the official relaunch of JobUniverse last month in Munich.

Ralph Peter Rauchfuss, managing director of Computerwoche Verlag, called the meeting "one of the most important in the whole of IDG" and went on to explain why IDG should build a global IT career network. Despite the current high-tech recession, he said IT specialists are still urgently sought and there are huge opportunities present in the online recruitment market. While they are currently an important revenue generator, print ads are expected to decrease in the next few years, and JobUniverse is seen as an opportunity to shift print revenues to online while increasing that revenue dramatically.

Speaking to the meeting attendees via video clip, IDG President and CEO **Kelly Conlin** noted IDG's desire to expand its career development services. "We have determined that the readers of our publications are very interested in career rankings, as well as in continuous learning and education," he said. "We must offer even more in this area, and we want to integrate the Internet into everything we are doing."

According to **Gerd Mittmann**, director of the Global Product Supper Center, JobUniverse is the first product line within IDG that is not only marketing-oriented but delivers all of the technology needed to run an online recruitment business. "A Web site can be hosted in Munich, the partner gets all tools to adapt the site to their local needs and only has to fill it with information from their market, such as jobs and news," Mittmann said. "Additionally, we offer all member countries a ready-made site design and marketing campaign. And with our team in Munich and the help of IDG Global Solutions and IDG's global key accounts in the U.S., we can help the countries generate additional revenue by selling global recruitment packages to international companies."

This global impact was exemplified by a recent visit the JobUniverse team made to German electronics giant Siemens to talk with them about JobUniverse.com and the JobUniverse network. According to Mittmann, Sie-mens was very interested in posting its jobs across the whole network and wanted to brand itself outside of central Europe. "If Siemens wants to place all of its job offers in all JobUniverse Web sites, then all the member countries have to ensure that all jobs are published and regularly updated. If not, the customer will disappear."

Synergies can also be used in editorial and sales matters, he continued. "If member countries provide JobUniverse with career stories on a regular basis, JobUniverse.com will be able to provide a truly global career news pool for IT professionals. It will then be much easier to find sponsors for JobUniverse.com and generate revenues." Revenue generated by JobUniverse.com is used only to continue product development for the member countries, host their Web sites and cover the costs of the JobUniverse support center. "Therefore the synergies not only generate revenues but also reduce costs and allow state-of-the-art products using the latest technologies," Mittmann said.

Among the site's current enhancements, "My JobUniverse" lets job seekers filter and save job postings and services according to their needs, publish anonymous job requests and easily process online applications that include resumes and other attachments. The portal site's country-specific pages will go online in the coming weeks with the new look and feel, to be followed by 12 more country sites in the coming months.

Janis Crowley, VP, general manager of San Mateo, Calif.-based IDG Recruitment Solutions, spoke to

continued on next page

Become a JobUniverse member

Any interested IDG country business unit should visit the JobUniverse microsite at the Global Web Support Center (www.supportcenter.com/jobuniverse) and read the background information about JobUniverse. Then contact **Gerd Mittmann**, director, Global Product Support Center, JobUniverse, at gmittmann@jobuniverse.com, who will send out a cooperation agreement that covers all the duties of JobUniverse and the participating country. Fees are charged only involved if a country's site is hosted in Munich. Members can use the JobUniverse program code, database and content management system free of charge. The only costs taken on by the partner are costs for traffic produced by their site. "We give them a car; they have to fill up the tank," Mittmann explained.

JobUniverse currently boasts 15 members

The 15 satellites in the JobUniverse galaxy are IDG offices in Austria, Canada, Denmark, France, Germany, Hungary, the Netherlands, New Zealand, Norway, Poland, South Africa, Spain, Sweden, the U.K., and the U.S.

In the pipeline

Upcoming JobUniverse projects include the following:

Job databases: All the member countries will be able to share their job databases. Any members whose sites are not hosted in Munich will provide all of their jobs and resumes to the JobUniverse.com database first. "After this has been established," said **Gerd Mittmann**, director, Global Product Support Center, JobUniverse, "we will be able to deliver them the jobs and resumes from all of the JobUniverse sites."

International Salary Survey: This will be JobUniverse's first joint editorial project and will involve all JobUniverse members.

continued from previous page

the group on how sales of job pages develop. Many of the attendees said they were surprised to learn that the job postings themselves generate the least amount of revenue, and it is the online advertising and extra offers that contribute the lion's share to the bottom line.

IDG New Zealand Online Business Manager **Mark Evans** talked about the development of TeachMe, a portal site for information about education and training companies. IDG New Zealand has teamed up with IDG Australia to rebuild an application that IDG Australia had been doing with a third party. Education and training companies can load their course information onto www.teachme.co.nz in New Zealand and www.educateit.com.au in Australia, both of which will be launched in the next few months. This application can be licensed to other IDG business units, easily integrated into any JobUniverse page and extended to markets outside IT.

The site is also designed to be incorporated into training companies' sites as the engine for maintaining their course listings and providing end users with the ability to search and browse training course information. This helps provide another possible revenue stream for TeachMe, in addition to charging training companies for listing their courses.

According to Evans, the Munich meeting offered attendees an opportunity to talk about the necessary ingredients for a popular JobUniverse site. "JobUniverse is by far the largest IT jobs site in New Zealand and has more jobs than most of the job sites that offer jobs in multiple categories," he said. "The key to this success for us has been to ensure that we update the jobs daily and make it as easy as possible for recruitment agencies and employers to get the job information into our system."

JobUniverse has been successful in countries such as Germany, France and Denmark, but while demand for IT specialists in Western European countries is high little revenue is being generated in Eastern European countries such as Poland, the Czech Republic and Hungary. Key Account Manager **Anna Stando-Lipecka** of IDG Poland attributed this to the drastic economic situation in her country, which makes it difficult to find paying customers. However, she noted that JobUniverse Poland has a large cache of candidates, with more than 2,800 resumes in its database, while some countries' databases lack large numbers of qualified IT professionals. One idea, which Mittmann said he was sure would go forward, was to make the resumes in the Polish databank available to German customers and have the two countries share the revenues.

"Whether it is in the area of sales, marketing, technology, or editorial, there is an abundance of possibilities for cooperation at JobUniverse," Mittmann said. "Only when all members of the network use the existing synergies can JobUniverse really deliver the best jobs, the best online information, the best services and the best technology on the subject of career management in the IT field."

For more information, contact JobUniverse Editor **Stephanie Schütte** at sschuette@jobuniverse.com. Meeting presentations can be seen at www.supportcenter.com.

Webby Awards

continued from page 1

mum of five words. Among this year's short speeches were "Bankruptcy never felt so good" (Plastic, winner in the Print and Zines category); "I update, therefore I am" (Microsoft Windows Update for Technical Achievement); "I just want to dance" (Dancing Paul for Personal); and "Thanks, now please go away" (Travelocity for Commerce).

> *"Bankruptcy never felt so good."*
>
> *— Acceptance speech of Matt Goldberg, on behalf of Plastic, winner in the Print and Zines category*

Webby Award winners are judged in a three-tiered process involving 125 reviewers and more then 350 nominating and final judges. Sites were judged on content, structure and navigation, visual design, functionality, interactivity and overall experience. Each year the People's Voice Awards allows the online community to vote on the nominees at the same time as the judges and add any site as a write-in. Nominated sites promoted their nomination to their loyal audiences, and a new polling feature immediately allowed voters to see who was winning in the People's Voice categories. This feature "totally exploded this year," Draisin said. "We saw three times as much traffic, and there were three People's Voice categories in which write-ins won."

Travel site Frommers.com, a division of Hungry Minds, Inc. won the People's Voice award for Travel, besting the judges' choice of Expedia.com.

A list of nominees and winners can be found at www.webbyawards.com/main/webby_awards/nominees.html. For a complete list of winners' speeches, go to www.webbyawards.com/main/press/speeches.html. For more information contact Tiffany Shlain at tiffany@thewebbyawards.com or Maya Draisin at maya@thewebbyawards.com.

INROADS proves to be win-win for students, IDG

Internship program has brought 25 talented minority students to U.S. units

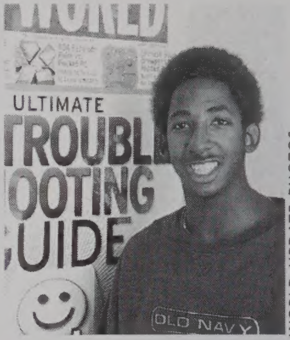
As it has almost every summer since 1992, IDG is once again a sponsoring company for INROADS, an internship program that provides business experience to talented minority students.

Students who qualify for the INROADS program must be academic achievers and show leadership skills. Interns are encouraged to return to their sponsoring companies every summer during their college years, where they take on an increasing amount of responsibility within their department. The summer internships are just part of the students' work in the INROADS program, which also involves community service and training workshops during the school year and continues through the students' college careers.

Computerworld interns ***Amelia Aubourg*** *(l) and* ***Johanna Jackson.***

"INROADS has been a great program to work with over the years and has assisted us in filling our summer internship opportunities," said IDG HR Recruiter **Christine Moloney**, who is coordinating IDG's participation this year. "It's great to see the interns develop their skills and experience during their summers in college that will facilitate their search for full-time opportunities after graduation."

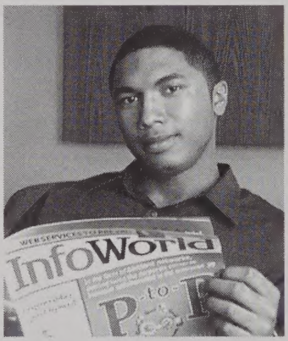
Computerworld's Research and Communities Department is sponsoring **Johanna Jackson** and **Amelia Aubourg**, both juniors at Regis College in Weston, Mass. Aubourg, a communications major with a minor in management, would like to have a career in public relations, either at an agency or for a newspaper. Jackson, a communications and graphic design major, is considering going to graduate school for graphic design. The pair has split their time at *Computerworld* between two departments. Research Manager **Mari Keefe** has assigned them projects related to various supplements, including fact checking, researching material for the anniversary of IBM's release of the PC in 1981 and building spreadsheets to organize data. Under the wings of Communities Editor **Brian Sullivan** and Communities Director **Vanessa DiMauro**, the two have written several articles; helped build the membership of Executive Suite, CW's online community through which an exclusive group of IT leaders can exchange ideas and information, and monitored the regular communities sections of the site (security, e-commerce, etc.) for potential story ideas.



WORLD UPDATE PHOTOS

Eric Garner

In San Francisco, *PC World* Senior Associate Editor, Features **Aoife McEvoy** is mentoring **Eric Garner**, who will be a freshman at Morehouse College in Atlanta. Garner is working with all facets of *PC World*'s editorial department (News, Reviews and Features) on a variety of projects including organizing the stack of freelance writers' contracts and verifying prices vendors have provided for products being reviewed.



Marcus Ison

IDG Recruitment Solutions Marketing Specialist **Heidi Tanakatsubo** is working with **Marcus Ison**, who will be a sophomore at the University of California/Berkeley majoring in cognitive science. He aspires to be a CIO/CTO or an IT market analyst. While at Recruitment Solutions, Marcus is researching diversity-related recruitment statistics in the IT industry and managing the marketing/sales contact database.

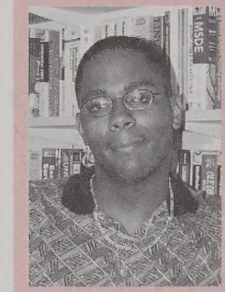
"Marcus' abilities have amazed us," Tanakatsubo said. "His ramp-up time was so minimal; he was able take on a number of tasks and projects right away. The internship program is a great way not only to promote diversity in the workplace but to give college students a high-quality corporate experience."

"IDGRS is an exceptional group to work with," Ison said. "It's a serious yet fun-loving team, and I feel like I'm truly a part of it even though I've only been here a short time. Even though I'm the youngest guy — and the only guy, in a group of 10 wonderful women — I enjoy working in an environment where teamwork is used to the utmost every day."

For more information about INROADS contact Christine Moloney at christine_moloney@idg.com or go to www.inroads.com. WU

Back on familiar turf

IDG has sponsored 25 INROADS interns since 1992 and has hired three interms as full-time employees, most recently IDC Network Desktop Specialist **Scott Saunders** last September.



Saunders

While a student at Roger Williams University in Bristol, R.I., Saunders interned at IDG's IS department in 1998, handling programming and database management projects. The following summer he worked with IDC's IS group and gained some experience with systems and customer support. "The internship really helped me figure out what I wanted to focus on," Saunders recalled. "I ended up liking systems, and dealing with different employees every day, a lot more than programming."

Though he wanted to stay with IDC following graduation, the company didn't have the right position available at the time so Saunders signed on with GTech Corp., the world's largest provider of lottery and gaming technology. "I learned a lot there, but when the company looked like it was going downhill, I called **Anne Schneider** [now a senior HR representative at IDC], who had interviewed me when I first came to IDG in '98. Fortunately there was an opening at IDC. It's been great to be back."

service anniversaries

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Judy Sutter *PC World*

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John Cox *Network World*
Judd Aschenbrand *IDG Research Services*
David Hill *IDG International Publishing Services*

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Debra Goldfarb-Norton *IDC*
Sandra Kupiec *Network World*

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Phyllis Borden *IDC*

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Dave Francis *IT World Canada*

7

Lizah Aman *IDC Malaysia*

6

Mary Cook *IT World Canada*
Irena Gorian *IT World Canada*
Kimberley Ogrodnik *IT World Canada*
Danielle Levitas *IDC*
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5

Michael Cousins *IDC*
Alison Fennings Wetherall *PC World*
Andrew Hub *IDG Communications*
Maria Koprowska *IDG Poland*

4

Jennifer Whitfield *IT World Canada*
Louise Cupelli *CXO Media*
JoAnn Cannon *InfoWorld*
Toshiyuki Higuchi *IDG Japan*

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Tara Welsh *IT World Canada*
Demetra Georgakopoulos *IDC*
Jeffrey Caruso *Network World*
Sheila McGovern *IDC U.K.*
Joseph Norton *IDG*

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Marina Kwan *IT World Canada*
arl Christie *IT World Canada*
Cindy Steinman *IT World Canada*
Sandra Edwards *IT World Canada*
Cushing Anderson *IDC*
Theresa Gonzalez *IDG.net*
Jim Hutson *PC World*
Dale Myers *InfoWorld*
Joel Martin *IDC Australia*

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Maud Gobron *IDG Global Solutions*
Greg Enright *IT World Canada*
Phil Almeida *IT World Canada*
Greg Brown *IT World Canada*
Stewart Brown *IT World Canada*
Richard Zorzit *IT World Canada*
Carola Suppa *IT World Canada*
Susan Kevorkian *IDC*
Charles Kolodgy *IDC*
Elizabeth Leonard *IDC*
Viviana Zapata *IDC*
Gregory Cusack *Network World*
Jami Thompson *Network World*
Joyce Paquette *CXO Media*
Lynndal Daniels *InfoWorld*
Diane Ollis *Mac Publishing*
Dominique Fidele *IDG U.K.*
Paul Withington *IDC U.K.*
Ellen Greenberg *IDG List Services*
Majbrit Trendholm *IDG Denmark*
Jamie Seah *IDC Singapore*
Michelle Yates *Computerworld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

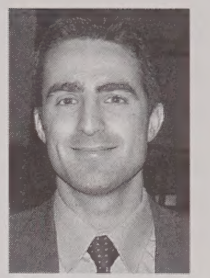
25 days left to submit Calendar Contest photos!

(And less than that by the time many of you read this!) **Sept. 14** is the deadline for the IDG Employee Photo Calendar Contest. Send two of your best photos on any subject to the World Update address on p. 8. Complete contest details are on www.idgworldupdate.com.

noteworthy people

Promotions

Maxime Dethier has been named sales director for IDG's Belgian licensee, Dogon S.A. He joined the company in 1998 as business development manager and has moved up the ranks to product manager, account manager and, most recently, business unit manager. He is just a year away in earning his marketing degree and M.B.A. in IT and telecommunications from the United Business Institute in Brussels.


Dethier

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG employees get down and dirty helping to protect endangered plants

IDG employees and friends who helped protect rare and endangered plants earlier this month included (front row, l-r): PCW Accounting Manager ***Michelle Reyes****; PCW Director, Finance,* ***Diane Ryczek-Rae****; PCW Director, Human Resources,* ***Kate Coldwell****; and Central Services Telecommunications Manager* ***Jeff Oterson****. Back row, l-r: Central Services Operations Administrator* ***Andrew Lyon-Hall****; Central Services Director, Facilities and Operations,* ***Todd Simms****, Heidi Anderson (friend), and Rafael Silveira (friend).*

IDG has gone to seed. On Aug. 4, employees from *PC World* and IDG Central Services in San Francisco participated in the three-hour VIP Program (Volunteers In Parks) held by the Golden Gate National Park Association. The program's mission is to protect and restore several areas that are home to rare and endangered plants and wildflowers within the San Francisco Presidio. The volunteers worked collecting seeds from endangered plants, transplanted and cultivated plants, and prepared and propagated seeds in the Presidio nursery. For more information on the Golden Gate National Park Association go to www.nps.gov/volunteer/. WU

celebrating 10!

Name
Diana Garza

Home
Fremont, Calif.

Joined IDG
January 1990 as an online services specialist at *InfoWorld*.

Career path since joining IDG
In 1993 I became PC support coordinator at *InfoWorld*; in 1994 I was promoted to PC support manager; in 1996 I joined IDG Global Communications as operations manager; in 1997 I was made operations director and since 2000, I have been VP of operations and customer service.

Current title
I am responsible for the day-to-day operation of the company including staffing, technology, policies, procedures, budgeting, customer service and vendor management. I also function as the primary liaison between IDG and its vendors and partners to ensure the development and maintenance of productive and positive business relationships.

Best part of your job
The best part of my job is having the ability to interact with so many of IDG's employees worldwide.

If you could change one thing about IDG, what would it be?
Absolutely nothing.

Best piece of advice you've ever received?
As I was approaching my college graduation, I had a conversation with an acquaintance about all the options I had before me. I believe he sensed that I was going to base my career decisions on what I had the least fear of doing. He kindly interrupted me and explained that "nothing is hard and there is nothing you cannot do, if you just set your mind to it." This has stayed with me ever since, and I always remember his words whenever I feel myself in a challenging position that I believe I do not have the ability to resolve professionally and/or personally.

Interests outside the office
I enjoy spending time with my husband and two kids. My kids are still small enough that we can spend time together in the evenings just talking and playing. I also read a lot to them. On weekends we generally spend time in the park. In addition, I have a lot of relatives that live near by. so our weekends usually involve spending time visiting extended family.

Family
My husband Michael and I have a son, Marcus, who is 6 and a daughter, Mariah, who is 3.

*IDG Chairman **Pat McGovern** recently escorted IDG Global Communications' **Diana Garza** to dinner at San Francisco's Ritz-Carlton in honor of her 10 years of service to the company.*

Fantasy job
Being the owner of my own bakery.

Five people — living or dead — you'd invite to a dinner party?
I would invite several of my deceased family members so I could learn more about my family history. In addition, just to understand more about our present U.S. political climate and to see sparks fly, Bill Clinton and George W. Bush.

As a kid, what did you want to be when you grew up?
When I was 8 years old my 4th grade class went on a field trip to one of the museums in San Francisco. I remember looking straight up at the tall skyscrapers and thinking to myself, "when I grow up, I am going to work in one of these buildings." The funny thing is I had no idea what the heck I was going to do — all I wanted to do is work in a skyscraper in downtown San Francisco.

If you won the lottery tomorrow, you would
I would pay off my home mortgage, pay off my mothers home mortgage, go on a shopping spree and most likely retire.

Manager's profile
"Diana truly defines the word 'professional' with an unwavering positive attitude, a commitment to excellence in everything she does and an unequaled passion for staying close to the customer. More importantly, she balances that incredible commitment to our company with being a wonderful mother to her two children."

— Jeff DeBalko, president, IDG Global Communications

and finally.

The editors of *IDG World Update* would like to thank the following people who provided information and assistance for this week's issue:

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Gerd Mittmann, *Job Universe*
Christine Moloney, *IDG Human Resources*
Diana Garza *IDG Global Communications*
Jeff Oterson *IDG Central Services*
Stephan Scherzer, *IDG Interactive GmbH*

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees.

The staff can be reached at 3 Post Offic Square, 4th floor, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on at www.idgworldupdate.com.

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PC-Welt presents the Brand of the Year award

Now in its eighth year, Brand Awareness study continues to add PCW titles

PC-Welt recently held an awards ceremony to honor the top vote-getters in 10 categories selected from the German participants in its 8th annual Brand Awareness International brand-image study for the IT market.

PC-Welt Publisher ***Stephan Scherzer*** *(l) with Ulrich Muller-Albring, general manager of AVM Computersysteme Vertriebs, winner of this year's Brand of the Year, and Wolfgang Schmid of Consulting Marketing Services, who served as moderator.*

The study was conducted in cooperation with the market research institute wp research and is based on questionnaires from more than 5,400 *PC-Welt* readers, as well as readers of sister publications in Denmark, Great Britain, France, Italy, the Netherlands and Norway. Overall, more than 21,800 readers responded. It identifies the brand awareness, brand image and market potential of IT products in 15 product segments from desktop PCs and PDAs to peripherals and DVD players, as well as online providers. A total of 282 brands from 165 companies were included in *PC-Welt*'s German survey; internationally, more than 2,000 brands in more than 100 product categories are represented.

For the second year in a row ISDN card maker AVM was chosen by readers as "Brand of the Year 2001." The choice for the "Most Successful Enterprise" also remained the same from 2000, with international ISP and Internet content provider T-Online taking this honor once again. Plextor with its CD writers was deemed the "Success Story of the Year." Completely new among the winners: Palm was chosen the best enterprise for its handheld technology. The awards in the other product categories went to Sony monitors (Ergonomic Products), Nokia mobiles (Latest Technology), AVM ISDN cards (Best Support), Creative sound cards (Best Price-Performance Ratio) as well as Hewlett-Packard ink-jet printers (High-Quality Products, Reliable Products), which achieved a double win.

"The vote of the 'Brand Awareness' jury in the German IT market is highly credible as the evaluation is drawn directly from the users' and buyers' point of view," said **Stephan Scherzer**, *PC-Welt* publisher and board member of IDG Magazine Verlag GmbH.

The study, a joint effort among IDG Magazine Verlag, the other six *PC World* publishers, IDG Glo-

continued on page 5

Sept. 14 is the deadline for the IDG Photo Calendar Contest!

– details on page 7

Fluegelman interns experience the publishing life

CXO Media's **Daniel Horgan** and Computerworld's **Barbara Steinberg** have had very different career paths up to now, but they have one thing in common: no IT publishing experience. So what are they doing at IDG? They are the participants in this year's Fluegelman internship program, a long-running IDG program designed to identify talented individuals who seek a career change into the print and online publishing fields.

The six-month internship program honors the memory of Andrew Fluegelman, the founding editor of *PC World* and *Macworld* magazines. Interns assist participating business units with special projects and ongoing assignments. Of the 36 interns since 1984 (not including this year's participants), 20 have secured full-time positions with IDG.

Horgan graduated from Providence College in Providence, R.I. in 1999 with a B.A. in humanities, just one course shy of a business degree. During college he was a manager at Fleet Mortgage and later worked at Linsco Private Ledger in Boston overseeing retirement account transfers. During the course of his financial-related jobs, he also worked as a

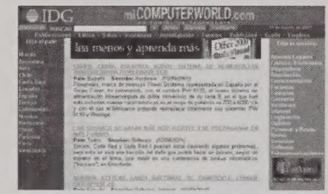
continued on page 5

in brief newsworthy

Latin American *Computerworld* site seeks additional partners

IDG now has a *Computerworld* portal for Latin America, and its creators have issued an open invitation for any IDG company in the region to participate in the cooperative site.

Launched in May, www.micomputerworld.com ("My Computerworld" in Spanish) enables users to filter information both by country and by topic.



The portal was initiated by IDG's Costa Rican-based publishing licensee, Trejos Hermanos Sucesores, and a tech company, Sinter. Trejos and Sinter created an Internet company called Infodirect specifically to develop the portal. The goal of Infodirect, which holds its own license with IDG, is to create digital publications and sell Web development services to other companies, including other IDG partners.

In addition to reading news stories online, users may also receive news geared to their specific interests via e-mail, find links to IDG publications in the region and subscriptions to the printed versions and e-mail technical questions to be answered by other readers or Infodirect editorial staff.

While there is some content on the portal from IDG companies in Latin America and Spain as well as the rest of the world (in part via the IDG News Service), organizers hope to persuade more Spanish-speaking IDG units to become actively involved in the site, including sharing revenue. "Our goal is to attract more traffic to our site while generating traffic to other IDG sites," said Trejos President **Alonso Trejos**. "The more IDG units that can point to us and provide content, and the more we can point to other IDG sites, the better."

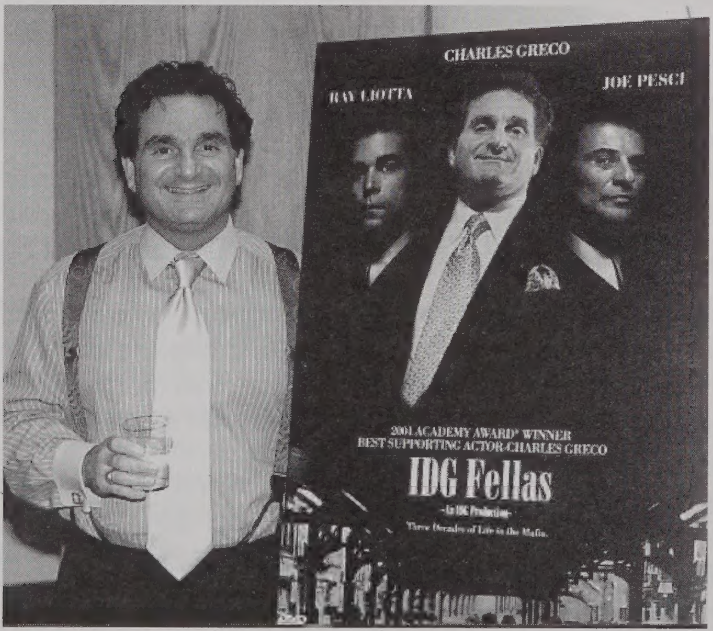
*From left: Infodirect General Manager **Dianelos Georgudis**, Trejos President **Alonso Trejos** and Micomputerworld.com Editor **Erick Murillo**.*

The creators are working to include the site in a variety of search engines and are preparing to boost awareness of the site via an e-mail campaign to 1 million people in the U.S. and Latin America who have indicated interest receiving IT news via e-mail.

Advertiser support for the site is growing, Trejos said. IBM has agreed to sponsor the site through October. IDG Global Solutions Director of International **Ney Kruel** is charged with selling the site to U.S. customers, and Trejos hopes to have a sales force based in Latin America by the end of the year.

For more details contact Editor **Erick Murillo** at erick_murillo@idg.com or Infodirect General Manager **Dianelos Georgudis** at dianelos@costarricense.com.

IDG World Expo team celebrates three years of achievement


CHARLES GRECO
RAY LIOTTA
JOE PESCI
2001 ACADEMY AWARD® WINNER
BEST SUPPORTING ACTOR-CHARLES GRECO
IDG Fellas
-An IDG Production-
Three Decades of Life in the Mafia.

*IDG World Expo President & CEO **Charlie Greco** poses with a poster presented to him during the company's birthday celebration by Freeman Decorating, the company's show decorating partner.*

It's been three years since IDG World Expo reinvented itself under the leadership of President and CEO **Charlie Greco**. Greco, who launched his IDG career almost 20 years ago, returned to the company in 1998 after a brief hiatus charged with "waking the sleeping giant that was then World Expo," he said. Beginning with just two employees in 1998, Greco set out to transform the company, which at the time was producing no shows, to the industry leader in owning and producing high-technology trade show events. Three years to the day later, the 70 employees of the now-bustling World Expo, gathered to celebrate their achievements with Chinese food and cake.

The company now owns and produces 13 events under eight different brands (Macworld, LinuxWorld, ComNet, Federal Open Source Conference, ESP World, BioITWorld, Internet Entertainment Expo and Enterprise Application Summit). Over the past three years, nearly three-quarters of a million people have attended an IDG World Expo event in the U.S. with more than 350,000 attending one or more shows this year alone. "We have spent the last three years positioning ourselves as the 'change leaders' for the tradeshow industry — breaking many industry records, dominating market share and producing world-class events that are No. 1 in each of their markets," Greco said.

Q and A executive

Roberto Masiero
The president of IDC EMEA is this week's guest columnist. He may be reached at rmasiero@idc.com.

Career path

My first professional school was at Xerox, where I covered a number of positions in sales and marketing. After that I joined the Olivetti Group, where I spent a few years on the staff of the managing director in charge of strategies. There I was responsible for acquisitions of software and services companies in Europe, and in this capacity I became a customer of IDC. I was fascinated by the worldwide coverage of IDC and by the underlying vision, so I wrote a business plan to start up IDC Italy and sent it to **Pat McGovern**. In 1986, I started my career with IDC.

Q Briefly describe your responsibilities.

A I have two main responsibilities. I am president of IDC EMEA, covering Europe, Middle East and Africa. Our regional organization is made up of 15 local offices with 300 employees and is based on a matrix of country offices and research centers fully integrated with our worldwide product lines. This unique organization enabled us to develop a unique "glocal" approach: we are the only market research firm capable of providing, simultaneously, strategic planning tools to the HQs of major IT vendors and tactical support to their country offices, positioning ourselves as the main partners of most of the largest IT vendors in the region.

In addition, I am also in charge of driving the development of the IDC conference business worldwide, which today consists of approximately 50 local and international events.

Q How would you describe the current IT business climate in the EMEA Region?

A There is certainly a slowdown in the IT market strictly related to a more general slowdown in the growth of the GNP of the main European country markets. We are mainly worried as a result of the German economy, whose growth rate should not exceed 1.5% in 2001. Also, the GNPs of the U.K., France and Italy are expected to grow between 2% and 2.5%, and as a result the European IT market growth is expected to decrease from 12% in 2000 to 8% as a worst case in 2001. However, a number of factors might mitigate the impact of this expected market slowdown:

- Europe is not a unique homogeneous market but is made up of a number of still quite fragmented markets, most of them having IT/GDP ratios still substantially lower that the U.S.
- We expect that the Euro rollout will directly and indirectly open up new IT development opportunities.
- Massive investments are expected in wireless and 3G [third-generation] technologies where Europe is leading the way.

In summary, we see a number of U.S. companies that moved to Europe in the last few years retrenching fast to their home market, where their prospects for success are slim, at least as of today. On the other hand, we believe that they shouldn't overlook the business opportunities that the European market offers in the medium term (even if the next six months will be probably tougher), and they should instead consolidate their presence and prepare for the rebound in the second half of 2002.

Q How is IDC's conference business organized?

A We launched the first European IT Forum in 1991. The objective was to establish an event that would act as a catalyst for all the key decision makers and opinion leaders of the IT community operating in Europe. The event was very successful, and it is still the leading IT event in Europe as well as the flagship conference of IDC worldwide. In the following years we developed an entire portfolio of international events (around 50 events in FY01, between local and international ones, generating total revenues of $12 million) with the objective of establishing IDC as the worldwide leader of what we call the "high added-value event market." In summary, our events must meet three key requirements: best programs, best speakers and best locations in order to be able to command high sponsorship and registration fees. In the overcrowded world of IT conferences, either you are excellent or you die. This is why we are still successful in this business area, despite the unfavorable market conditions that are bringing a number of our competitors to the verge of bankruptcy. Next step will be to address the markets of custom events, road shows and marketing services at the local level, tapping into all the budgets that local IT vendors branches, scared by the market slowdown, devote to tactical business development.

Q Can you preview this year's European IT Forum?

A The European IT Forum will be held Sept. 17-18 in Monaco. [Go to http://emea.idc.com/itforum01/default.htm for full details.] In this year of uncertainty, we have focused the theme of the Forum on the issue closest to the heart of IT executives: "Has the IT market bottomed out? When will the rebound start?" So the theme of the conference will be: "After the Internet Stock Crash: Light at the End of the Tunnel?"

To provide effective answers to these decisive questions we sought to bring together some of the the key decision makers and the best brains of the IT world. [IDC Chief Research Officer] **John Gantz** and the IDC senior vice presidents will draw the scenario of the IT Industry during this critical time; Carly Fiorina, Michael Capellas, Jeff Bezos, Joe Tucci and many other CEOs of leading IT companies will share their vision with the attendees; and top strategists and economy gurus as Michael Porter, Gary Hamel and Lester Thurow will bring their invaluable contribution to shed light on this critical moment for the life of the whole IT industry.

Canadian partnership produces successful conference

IDC Canada, IT World Canada combine strengths to increase visibility

Marking another of IDG's "collaboractive" initiatives, IDC Canada and IT World Canada co-produced a two-day conference in Toronto this past June called "eXecuting in the Evolving Economy." More than 130 CIOs and other C-level executives from a wide range of Canadian end-user firms attended.

IDC Canada Manager, Conference Programs **Michael Hyjek** noted that the partnership between IDC and IT World Canada allowed both "to maximize our core strengths and reduce costs while gaining visibility to each other's clients with whom our brand recognition was potentially low." IDC also capitalized on IT World Canada's in-house services and leveraged marketing cost savings.

"We have a somewhat competitive environment in Canada," said **John Pickett**, IT World Canada vice president and editor-in-chief and publisher of CIO Canada. "We wanted to put together a conference program to complement our annual ITX Awards and get them a bit more prominence *[see sidebar]*. When IDC approached us with the conference concept it fit rather well into our market focus. We gained from the association with IDC's research expertise and IDC gained through access to our reader relationship, which was a new venture for IDC."

Hyjek said the purpose of the meeting was to introduce the IDC brand and offerings to a "broader base of organizations than our traditional IT vendor customers." Attendees came from financial and government institutions, such as the Bank of Montreal and the Ministry of Health, as well as retail, health care and real estate. He said the event also gave IDC a chance to showcase its four Maturity Models, business tools that give CIOs a detailed, comprehensive framework to assess the current and future impacts of IT solutions and investments.

> *A "high degree of the success of this conference was due to the partnership with IT World Canada."*
>
> *- Michael Hyjek, IDC Canada*

"Today's organization must do more than just cope with changing technologies, economies and business models," said IDC Canada Group Vice President, Solutions Research, **Jan Duffy**, who spoke at the event and was responsible for the development of the Models. "They must assess the situation, analyze the alternatives, take definitive action and then harvest the benefits. IDC's Maturity Models provide balanced, comprehensive insights into an environment that continues to change."

*IDC Canada Group Vice President, Solutions Research, **Jan Duffy** addresses conference attendees. Duffy was responsible for the development of the Maturity Models.*

Designed to facilitate decision making, the Maturity Models link the insights of IDC subject experts to business issues and help position CIOs as "agents of continuous improvement." The four models – Customer Centricity, eBusiness Resiliency, IT/Business Alignment and IT Value Metrics – were presented in well-received workshops on the second day of the conference, Hyjek said.

The seven conference sponsors ranged from Compaq and Computer Associates to IBM and Hewlett-Packard. "Because the conference was aimed at decision makers and the content was 'strategic business' rather than technical or technology-related in nature, the content appealed to a mix of large and medium-size sponsors," Hyjek said.

Eight months in the planning, the event was "very successful in that IDC was able to get in front of a new audience," said Hyjek. "The feedback was very positive from both attendee and sponsors, and the concept of the Maturity Models was favorably received."

Hyjek said there has been interest from other IDC offices to export this program to other parts of the world and discussions to do so are ongoing. He said a "high degree of the success of this conference was due to the partnership with IT World Canada and their strength with the Canadian CXO audience."

For more information, contact Michaek Hyjek at mhyjek@idccanada.com or John Pickett at jpickett@itworldcanada.com.

Awards recognize IT's importance to business

Now in its fifth year, IT World Canada's ITX Awards are intended to identify, publicize and celebrate IT-enabled business initiatives in Canada.

According to ITworld Canada Vice President **John Pickett**, it is "the toughest award to win in the IT field in Canada." A panel of business and IT executives judge submissions in the following four categories: delivering business value, the degree to which IT contributes to the business initiative, the collaborative effort between IT and the business, and a floating category that changes from year to year so the judges look at what are currently the most important business issues (this year's was e-business). The 2000 ITX Award went to Teranet, an online land registry system.

"[The Award] is not just a one-night gala to draw attention to businesses in Canada," Pickett said, "but ultimately we ensure that as many businesses as possible understand the importance of IT to business." An academic program creates case studies on the four finalists, which are then presented to the MBA programs of eight Canadian universities throughout the following year.

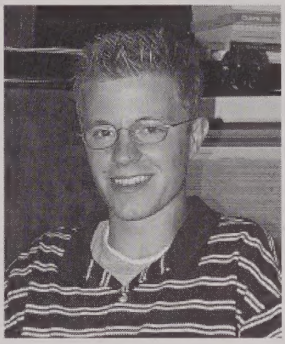
For more details contact John Pickett at jpickett@itworldcanada.com.

Fluegelman

continued from page 1

freelance production assistant for the TV sports channel ESPN.

"I come from a family of writers and creators, and I had never wanted to work in the field but was always interested in it as a hobby," Horgan said. "Finally I didn't see the point of not combining those interests and business. This internship was exactly what I was looking for."



Dan Horgan

Horgan has been recruiting participants for the CIO Best Practice Exchange, an online community of senior-level IT executives (see IDG World Update, June 25, 2001). On the print side, he's been fact checking, conducting research and writing short items for the Hot Seat and Trendlines sections as well as various sidebars for feature stories.

"Dan has demonstrated a lot of enthusiasm and aptitude for writing, so he's proven to be a great match for the company," said Executive Editor **Derek Slater**, himself a former Fluegelman intern.

Steinberg brings to Computerworld considerable experience in online community building as an avocation but little exposure to online-related business-to-business or publishing environments. Most recently she was a California-based software consultant for Matranet, a now-defunct French company. Since 1995, however, Steinberg has been fascinated by the sociology of the Web and began an e-mail list focused on that topic. In 1998 she also created the first online community in a multimedia environment, combining RealVideo and chat for her master's thesis at New York University's Interactive Telecommunications Program. Steinberg found the Fluegelman intership posted on onlinefacilitation@yahoogroups.com, a mailing list of more than 600 professional community builders, among them Communities Director **Vanessa DiMauro** (who, coincidentally, was one of the early participants in Steinberg's Web sociology list).

IDG WORLD UPDATE PHOTOS

Barbara Steinberg

Steinberg has been managing member relationships for CW's Executive Suite and keeping discussions flowing on the site's Help section. "She's a pro at that," DiMauro said. Steinberg said she's "very excited" to learn more about the journalistic side of the online world and to be part of what Computerworld is doing. "There are lots of innovators in the community-building world, and to see community-building done right — with the right business plan, editorial content and marketing support – is such a pleasure," Steinberg said. "I've never found a business setting that did all this well."

Steinberg recently conducted an interactive workshop for staffers who work on Computerworld's public communities sites. The focus was on the social analysis behind two kinds of writing. Journalists normally have the role of being the knowledgeable individual when writing news stories, but as community-builders, they have to adjust to the role of being the facilitator and the extractor of information from participants to guide discussions.

U.S. business units interested in participating in next year's internship program should contact IDG Human Resources Executive Recruiter **Susan Brown** at susan_brown@idg.com. WU

Interns yesterday, employees today

Current employees and the year and business unit of their Fluegelman internship:

Derek Slater, Executive Editor, CXO Media Inc.
(1990, Computerworld)

Dana Thorat, Senior Research Analyst, IDC
(1993, Network World)

Mari Keefe, Research Manager, Computerworld
(1996, Computerworld)

Joseph Rigoli, Senior Research Analyst, IDC
(1997, Computerworld)

Allison Wright, Research Associate, Computerworld
(2000, Computerworld)

PC-Welt

continued from page 1

bal Solutions and the PCW Global Product Support Center, is used by *PC-Welt*'s sales team as a door opener and a value-add for customers that are featured in it.

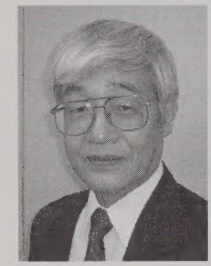
"With the Brand Awareness International market study, *PC-Welt* supplies marketing decision makers in the IT industry with data and facts relevant to competitiveness, which they can use every year to check the brand positioning," noted **Frank Heublein**, market research manager at IDG Magazine. "In addition, this study helps decision makers in brand communication strategies. Individually selectable evaluation schemes also allow comparisons with prior research results so that a brand image's development can be shown in relation to the competition."

Next year's study will begin in December. Two new participants — *PC World* in the U.S. and *PC World Poland* — have already signed on. Any other *PC World* title interested in participating in the 2002 Brand Awareness Study may contact **Sijmen Philips**, international brand awareness coordinator at IDG Netherlands, at sphilips@idg.nl. WU

noteworthy people

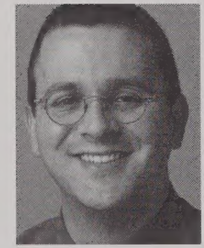
IDG WORLD UPDATE

Roy


Mihashi

IDG WORLD UPDATE

Rold


Brislen

Promotions

IDG News Service Editorial Assistant **Danielle Roy**, who joined the company in February, has been promoted to copy editor. "Danielle brought initiative and a great sense of prompt customer service to the editorial assistant position," said Editor-in-Chief **Elizabeth Heichler.** "We're confident that she'll excel in her new role, where she'll have even more opportunity to draw on her journalism background."

New employees

IDG Japan welcomes **Akikazu Mihashi** as publisher and editor-in-chief of the company's Books division. Most recently he was director and editor-in-chief of Multimedia Communication Research at IE Institute Co., Ltd. and previously worked at Ohmsha and Ascii, two major IT book publishers. In 1995 Akikazu received a technology and science publications award from *Nikkan Kogyo Shimbun*, Japan's leading industrial newspaper, for his outstanding career in publishing. In 2001, he was named Best Editor by Information Processing Society of Japan. Akikazu has a degree in electrical engineering from Tokyo Denki University and enjoys listening to modern jazz.

The IDG News Service in Boston welcomes Editorial Assistant **Michael Rold**. Michael recently graduated from Emerson College in Boston with a master's degree in broadcast journalism. He has a B.A. in English from the University of Southern Indiana in Evansville, Ind. Michael remains a big fan of the St. Louis Cardinals baseball team and enjoys playing the guitar.

Human Resources Officer and Office Manager **Helen Jeal** has joined the IDG Communications U.K. team in London. She last worked at Ericsson Limited as an HR advisor and ex-pat specialist. Helen graduated from Crawley College in West Sussex with a degree in personnel and development. Outside the office she enjoys spending time with her family, keeping up with two boys, swimming and tae bo.

Darrell Baker has joined IDG World Expo as vice president of event services. He was previously vice president of convention sales at the Greater Boston Convention and Visitors Bureau. Darrell has a B.A. in geography, travel and tourism from Salem State College in Salem, Mass. Now that he is finished renovating his home, he'll have more time ice hockey and kayaking.

Et cetera

IDG New Zealand's IDGNet Reporter **Paul Brislen** was recently named "telecommunications journalist of the year" by the Telecommunications Users Association of New Zealand. His reporting and opinion pieces, which appear online (www.idg.co.nz) and in *CW New Zealand*, were judged "very accessible and thought-provoking."

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDC sales' Q3 winners embody dedication and creativity

IDC recently announced its U.S. Salespersons of the Quarter Awards for the third quarter of the fiscal year. Awards are given to the individuals who have the highest percentage against plan within each category.

"This has been the toughest market in 10 years, and the IDC sales team has risen to the challenge by focusing on providing our customers with the best IT market intelligence available," noted Senior Vice President of Worldwide Sales **Don Best**. "We're not where we would like to be in our results, but we continue to find opportunities, and we continue to grow, albeit at a much slower pace. Of course, selling in an up market is a lot more fun, but the way the IDC sales team has adapted to the current economic realities has been nothing short of amazing. Their dedication, creativity and mental toughness will get us through this time and will set us up to take full advantage when things begin to turn around."

And the winners are:

Volume Sales
Jim Nagle

Sales Rep with Team Quota
Amy Maldonado

Sales Rep with Individual Quota
Pamela Prince

Latin America Sales Rep
Christopher Burgelin

Consulting Salesrep Enterprise/Industry
George Mahowald

Consulting Sales Industry Team
Suzanne Keene

Global Enterprise Advisory (GEA) group
(sales team targeting users in finance, transportation, etc.)
Highest % of Q3 Quota
Bryan Donovan

GEA Highest $ Amount over Q3 Quota
Robert Weber

Installed Base Accounts – Industry
Marc Hirsch

New Business Accounts – Industry
Randi Siegal

Major Accounts – Industry
Pat Murphy

Major Accounts Team - Industry
(the support staff for Industry Major Accounts)
Amy Maldonado, **Marjorick Foisy**

Major Accounts – Enterprise
Grace Davis

Major Accounts Team – Enterprise
(the support staff for Enterprise Major Accounts)
Lee Bilodeau, **Caroline Raynaud**, **Tina Adams**, **Mary Davis**

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

14
Kevin Greene *PC World*
So Fong Yip *InfoWorld*

13
Michael Malone *IDG*
Nancy Sheehan *IDG*

12
Brad Christenson *IDC*

11
Lynda Rosenthal *CXO Media*
Mitchell Hayes *Computerworld*

10
Marlene Levis *CXO Media*
Nancy Newkirk *IDG*
Ann Roskey *ITworld.com*

8
Lafe Low *CXO Media*
Cheryl Stephenson *PC World*
Renee Stephens *InfoWorld*

7
Alice Dragoon *CXO Media*

6
Brad Baldwin *IDC*
Tammy Whidden *IDC*

5
Pam Kerensky *ITworld.com*

4
Mark Hall *IDC*
Paul Strauss *IDC*
Mark Cribbens *IDC New Zealand*

3
Hillary Freeley *Network World*
Luis Ibarra *InfoWorld*
Dave Marshall *IDC Canada*

2
Bret Kerlin *IDC*
Lisa Mireles *PC World*
Jay Seideman *IDG Communications*
Rafael Iglesias *PC World Latin America*
Kathy Benson *IDC Australia*

1
Rachel Barnett *CXO Media*
Jon Frappier *CXO Media*
Armine Gulbankian *IDC*
Michiyo Hiruta *IDC Japan*
Chiara Corridori *IDG Italy*
Guillermo Lopez *IDG Spain*
Debra Camerato *IDG World Expo*
Marie Kenerson *IDG Communications*
Suzanna Nam *IDG*
Sandra Rizk *IDC Singapore*
Cindy Sim *IDC Singapore*
Tiffany Kelly *IDC Australia*
Matt Drislane *Publish*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Photos for the world-renowned IDG Calendar Contest are due Sept. 14!

The chance for worldwide fame (and monetary reward) awaits those who take part in the 18th annual IDG Employee Photo Calendar Contest. The contest is open to all IDG employees worldwide.

Twelve masterpieces will be selected for inclusion in the calendar that is distributed to all IDG employees at the end of the year.

Here are the rules:

1. Submit up to two color or black-and-white prints or 35-mm slides that you have taken of any subject. Digital photos may be submitted only if printed on photographic quality paper.

2. No panorama-width photos will be accepted. Entries will be judged on technical merit, creativity and artistic expression.

3. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photograph(s). Note: Please do not write directly on the back of photos! A business card taped to the back of the photo works well. **Photos will not be returned.**

4. Entries must be received by **Sept. 14**. Send your entries to: *IDG World Update*, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A.

5. First, second and third place winners receive $250, $150 and $100, respectively.

6. Questions may be sent to *IDG World Update* at world_update@idg.com.

Team IDG braves the fog and cold to raise $8,430 in San Francisco AIDS Walk

Seventeen Bay Area IDG employees from five business units were part of the more than 25,000 men, women and children who spent a Sunday walking San Francisco's foggy, chilly Golden Gate Park last month. Together they demonstrated their commitment to fight AIDS by raising a record $3,819,264 in the 15th annual San Francisco AIDS Walk. IDG trekkers raised $8,430, which will be matched by IDG.

Team IDG's leading fundraiser was Central Services Facilities Manager **Rob Gibson** with $1,320. Central Services Facilities Coordinator **Peter Tripodi** was team captain for the group and designed their t-shirts. Monies raised by the Walk go to various HIV/AIDS service and relief organizations in the Bay Area.

*Front: **Paul Smith**, Central Services telecommunications coordinator*
*Back (l-r): **Gerry Davidson**, PCW research manager; **Amy Dalton**, PCW public relations manager; **Ron Gibson**, Central Services facilities manager; Ron Latas (friend).*

celebrating 10!

Name
Peggy Watt

Home
Mountain View, Calif.

Joined IDG
January 1984 as a reporter for *InfoWorld* (the month the Macintosh was introduced!)

Career path since joining IDG
1984-85, *InfoWorld* reporter; 1985-87, writer in *Computerworld's* West Coast bureau; 1987-91, senior editor/Software, *InfoWorld*; 1991-94, break in IDG service; 1994-1998, senior editor at *Network World* (West coast bureau); November 1998, joined *PC World* as senior editor/News for PCWorld.com.

Current title
Senior Editor/News for PCWorld.com.

Best part of your job
Working with writers, helping them to generate ideas, develop a story, identify and chase sources and craft their reports.

Career highlight
I've had the opportunity to interview many fascinating people — from ordinary folk I profiled in community newspapers to famous names inside and outside the computer industry. A few favorite stories: covering possibly the first digital free speech story involving a BBS called Mog-Ur (in 1984); visiting the West Wing to cover the entry of PCs to the White House; breaking the story of hard drive failures in IBM PC ATs.

Memorable moment at work?
Playing charades with [Compaq Chairman] Ben Rosen at an early PC conference was certainly memorable.

What's kept you at IDG for 10 years?
The myriad opportunities; but I particularly appreciate the company's respect for journalistic ethics, especially significant in the business press.

Best way someone could compliment you on your work
Saying PCWorld.com is their home page!

Best compliment you've ever received on your work?
When a writer compliments my edit, saying they learned from it and that the finished piece still sounds like them.

Family
My husband Mark and I have a daughter, Moira, 17.

Most rewarding thing you've ever done
Volunteer work as a youth group advisor (and I met Mark, who was also a volunteer).

*IDG Chairman **Pat McGovern** dined with **Peggy Watt** at the Ritz-Carlton in San Francisco in honor of her years of service to the company.*

Of what accomplishment at work are you most proud?
Getting the scoop on a new IBM PC by sneaking into a sales briefing was fun. And I was part of the *InfoWorld* team that overtook *PC Week* in ad pages.

What ability do you wish you had
I've often thought the capability to become invisible would be an invaluable skill for a journalist.

Five people — living or dead — you'd invite to dinner?
Former U.S. Supreme Court Justice William O. Douglas; former U.S. President James Madison, writer Anna Quindlen, Watergate informant Deep Throat; and Gerson Miller, my college journalism professor.

Last good deed
Signed over my tax rebate check to a liberal political cause opposed by the Bush administration.

First job
Newspaper reporter at a community weekly in the Middle-of-Nowhere, Wash.

One possession you'd grab if your house were on fire?
Are you kidding? I'm a firefighter's daughter — you get the family out and don't look back!

Manager's profile
"Peggy Watt is a highly dedicated professional and someone I rely on every day to keep PCWorld.com interesting and exciting. As senior news editor, Peggy is responsible for the selection, editing, and development of all the news stories on the site. It's a big job, but Peggy has proven again and again that she has great news judgment and is one of the main reasons that PCWorld.com has been growing by leaps and bounds of late. In my book, she's a star player on a stellar team."

— Bud McLeod, executive news editor, PC World

and finally.

The editors of *IDG World Update* would like to thank the following people who provided information and assistance for this week's issue:

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Christine Moloney, *IDG Human Resources*
John Pickett, *IT World Canada*
Alonso Trejos, *Trejos Hermanos Sucesores*
Peter Tripodi, *IDG Central Services*
Martyn Williams, *IDG News Service/Tokyo*

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Headquartered in Boston, Mass., International Data Group is the world's leading technology media, research and events company. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in more than 80 countries. IDG's online network includes 300 Web sites in 70 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees.

The staff can be reached at 3 Post Office Square, 4th floor, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on at www.idgworldupdate.com.

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Despite slump, optimism pervades IDG Sales Meeting

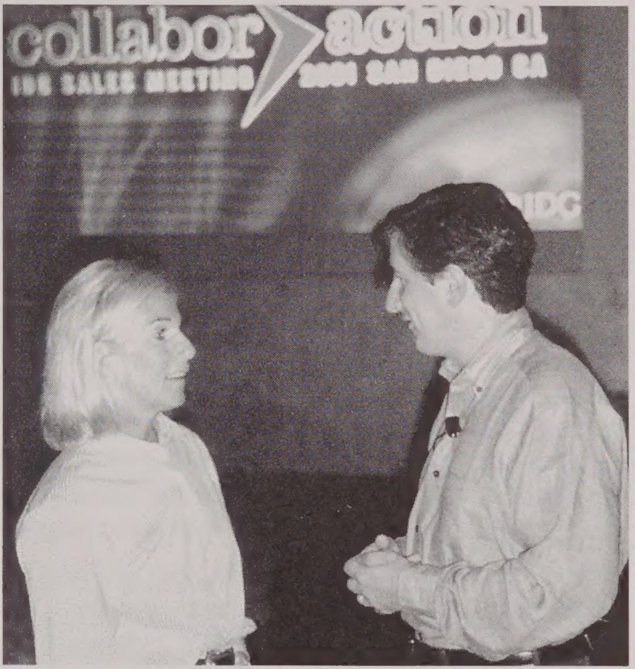
Attendees focus on ways to work together to benefit clients, bolster position

> *"Things are tough, business is slow and customers are cautious. I've seen at least three cycles of the same thing. Just when the industry collapses and shakes out, it takes off again. There is huge opportunity out there."*
>
> — IDG Chairman Pat McGovern

A steely resolve to sell creatively — and collaboratively — and make IDG a winner in the face of tough economic conditions was pervasive at the fourth annual U.S. sales meeting, held last month at the Hotel Del Coronado in San Diego, Calif. The three-day meeting drew 200 IDGers, from sales representatives to the presidents of the major U.S. business units to discuss ways to work "collaboractively" to make both the company and its customers successful.

Attending the meeting were representatives from *Computerworld*, CXO Media, IDC, IDG Communications, IDG Corporate Accounts, IDG Executive Forums, IDG Games Media, IDG Global Solutions (IGS), IDG.net, *InfoWorld*, IGS Latin America, ITcareers.com, ITworld.com, *Macworld*, *Network World* and *PC World*.

The IT industry slump – and staying optimistic during it – were the dominant themes of the meeting. "Things are tough, business is slow and customers are cautious," said IDG Chairman **Pat McGovern** in his opening address. "I've seen at least three cycles of the same thing. Just when the industry collapses and shakes out, it takes off again. There is huge opportunity out there."


collabor action
IDG SALES MEETING 2001 SAN DIEGO CA

IDG WORLD UPDATE

*"As the most relied upon source for technology information, our future remains bright," said IDG Communications President **Joan Kelly** seen here with IDG President and CEO **Kelly Conlin** at last month's sales meeting.*

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IDG's PR, marketing, research pros gather to share best practices, plan for future

IDG WORLD UPDATE

Front row (l-r): ***Brooke Selby****, IDG World Expo;* ***Ekapat Chareonlarp****, IDG Global Solutions;* ***Lisa Rhorer****, InfoWorld;* ***Ann Roskey****, ITworld.com;* ***Catey DeBalko****, IDG Communications;* ***Sarah Hansen****, IDG;* ***Karen Fogerty****, CXO Media;* ***Amy Dalton****, PC World. Back row:* ***Robin Hodus****, IDG World Expo;* ***Sue Yanovitch****, CXO;* ***Wally Palmer****, InfoWorld;* ***Terry Croci****, Network World;* ***Gerry Davidson****, PC World;* ***Derek Hulitzky****, Computerworld;* ***Volker Heistermann****, IDG Communications;* ***Jeff Julian****, IDG.net;* ***Kristina Nielsen****, IDG.net;* ***Kathy Dinneen****, IDG Research;* ***Sharon Cordesse****, Macworld;* ***Sandy Wong****, PC World;* ***Hilary Weber****, Macworld.*

Underscoring the symbiotic relationship between sales, marketing and public relations, 25 marketing, PR and research professionals from 15 of its U.S. business units convened the day before IDG's annual U.S. Sales Meeting to network, share tips and contacts, explore global opportunities and "find new ways for PR and marketing to work to cross pollinate successful strategies, maximize our budgets and communicate business unit's accomplishments," said IDG Corporate Communications Manager **Sarah Hansen**.

"It's valuable for building relationships as we all work together virtually," she said. "Also, most IDG business units have just one PR person, and it can become an isolated position, even though we all face similar challenges. "This meeting provides an opportune time to exchange challenges as well as successes with peers."

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PR, marketing, research

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"Marketing is a critical engine of this company," said IDG President and CEO **Kelly Conlin** during the day's opening session. "You're asked to be a Swiss army knife – sales support, multi-year marketing programs and everything in between. [Marketing] is an essential reason we're seen as we are."

"Collaboraction has been so successful in the sales arena that we really want to ensure our marketing, PR and research teams are also working closely together to address the challenges we're all facing in the market," said IDG Communications Vice President of Marketing **Catey DeBalko.** Toward that end, several business unit marketers and researchers shared some good ideas, as follows:

Computerworld Vice President/Marketing **Derek Hulitzky** said his group had put together a five-minute video promoting the publication that can be shown on videocassette, on sales representatives' laptops, or given to clients on a mini-CD. The weekly also compiles a Sales and Marketing Toolkit, a frequently updated Notes-based database of marketing information and presentations used primarily by the sales organization but accessible to anyone within the business unit who needs it.

Network World launched a Technology Buyers Research and Marketing Campaign, said **Terry Croci,** NW marketing manager, to show who is involved in purchasing IT products and how they make their decisions and provided the findings to media buyers. "The research shows that the IT professionals are the ones who control technology purchases," she said. A four-minute multimedia video summarizing the results of the study was given to the NW sales forces to use in their own presentations.

Ann Roskey, ITworld vice president of audience development, said her group decided not to do an extensive media kit in print but instead place the marketing and sales material online (www.itworld.com/mediakit/adv/index.htm). "This makes a lot more sense because we're on online company. It also allows us to make changes to prices and other features easily. We direct clients to the site rather than send them an expensive mailing."

Jeff Julian, publisher of IDG.net recommended that IDG sites repurpose and reformat information on their sites to help search engines drive traffic to the site. His group suggests not giving the same title tag to every page on a site and creating unique Meta description tags for each page to encourage people to click on the listing the search engine finds. "We want to push IDG information through outside search engines to get that data where our users can find it."

Gerry Davidson, PCW research manager, spoke about the magazine's Reader Input Survey, a monthly editorial tracking study that asks readers to recall editorial content to judge what works for subscribers and what doesn't. "The Web-based survey helps PCW innovate faster and is a terrific selling tool for the sales staff as they can promote the magazine being in touch with its readers," Davidson said.

"We developed the IW Test Center Research Report," said IW Vice President/Research **Wally Palmer**. Using Test Center data, IW editorial writers put together a research-based feature on visionary or hot industry issues such as storage, wireless or customer relationship management software that the sales team can then sell ads around. Palmer said the storage issue brought in five new advertisers and drove additional advertisers to other storage issues.

Separately, IDG's U.S. public relations pros discussing what had changed for them in the last year and suggested ways others approach similar situations.

Sharon Cordesse, Macworld marketing communications manager, said the challenges she faced included the closing one of Macworld's online sites. "We prepared internal and external communications and put a realistic positioning on the situation," she said. "We also prepared a FAQ sheet for senior management about the closure to ensure a consistent message got out.

IDG World Expo Director of Public Relations **Brooke Selby** said each World Expo show has its own marketing push and that her job is to provide both corporate and product communications. "We must promote not only the individual show brands but also the trusted World Expo umbrella so that our reputation precedes us as we launch new shows."

CXO Media's News and Information Manager **Karen Fogerty** faced both a name change from CIO to CXO Media and the launch of *Darwin* magazine. "With two magazines at a CXO Media event, which one do you promote to the press?" she asked. "Branding bleeds into all facets of what we do, and we definitely try to promote both. But the media tends to want to cite one or the other. We decide which on a case-by-case basis, depending on the story angle or the intended audience."

"More and more, what gets us ink in PR is our research, whether it's generated by IDC or a business unit's research study, IDG Corporate's Hansen said. "Data often has a respectable shelf life and can be used over and over. In-house research offers value to the press, and if a journalist is on a tight deadline, being able to provide them with immediate research often results in that data being printed and sourced to *Network World*, *CIO* or IDC, etc."

Lights, camera, action!

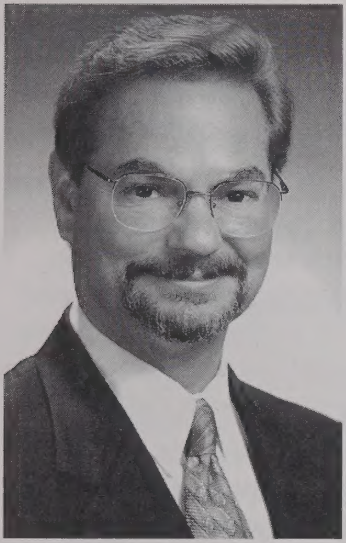
Increasingly, IDG editors are being asked to appear as expert sources on television news programs. Helping these print-oriented professionals develop the skills necessary to communicate effectively on the small screen is an emerging area of responsibility for many of the company's public relations professionals.

Amy Dalton, *PC World* public relations manager, is one who has fielded an increased number of interview requests from broadcast media over the past year. "Print interview requests have dropped off, but TV requests have gone way up," she said. "New editors need to be media trained to feel comfortable on TV. It's a different skill-set; you have to maintain eye contact, be able to organize your thoughts on the fly, and ultimately get your point across, no matter what questions are asked. Before an editor starts doing interviews, I help them prepare, arrange for professional media training if possible, and let them know what to expect."

"For the first time we were fortunate to get 10 editors media training," added *Network World* Public Relations Manager **Wendie Larkin**. "It's time consuming and can be expensive, but not only did it help them with television and print interviews but it helped prepare them for tradeshow presentations and panels. It's a great confidence builder."

executive Q and A

Jeff Edman
The president & CEO of PC World is this week's columnist. He may be reached at jeff_edman@pcworld.com.



"The obvious motivation behind [PC Computing's] name change was to attract a share of the new economy advertising pages that were so abundant in early 2000. They made the error of changing their publication to attract advertising, while neglecting the true wants and needs of their readers. The result was a financial catastrophe for them."

Q MRI recently announced that it projects *PC World* to now be the most widely read of all business and technology publications in the U.S. To what do you attribute this?

A It all begins with editorial — but determining what the best editorial approach is for each magazine's particular audience can be tricky. At *PC World*, we believe that three tests need to be met for a publication to really serve its readers well: the type of content must be right for the target reader, it must be of the highest quality, and it should be presented in sufficient quantity to satisfy the readers' informational needs.

Regarding test No. 1, we know our editorial is right, because each month we conduct a special tracking study where we ask 1,000 subscribers to rank each article in the current issue as to how much of it they read and how useful it was to them. Using this data, our editors have become experts at writing the kind of information our target audience of technology-savvy business managers needs most. We also know our editorial is done well (test No. 2) because we have won more editorial awards over the past five years than all of our competitors combined. And, we currently run more pages of editorial per issue than any competitor, fulfilling the third requirement.

Another example of how editorial quality really makes a difference in readership is seen in newsstand sales. Prospective newsstand buyers can skim through each of the magazines in their consideration set before deciding which one to buy. *PC World* is currently selling more of these single copies each month than both issues of *PC Magazine* and *Smart Business*'s single issue combined, proving our editorial approach is preferred. And, we charge a dollar extra for each sale!

We also distribute around 120,000 copies each month as "public place/sponsored sales" circulation. These are copies purchased primarily by airlines and major hotels for people to read while flying or in their hotel rooms. This is important distribution, as well, because a single copy could be seen by 10 or more different people, which contributes to total readership. Note also that we distribute in the kinds of locations frequented by the business managers we target.

Q A lot of publications seem to be changing their names these days. What are the potential benefits/pitfalls of such a move and what factors must be considered?

A The pitfalls can be great indeed. Take the example of *PC Computing* changing its name to "*Smart Business For the New Economy.*" *PC Computing* made this change with its May 2000 issue. Its circulation rate base at the time was 1,050,000, it was selling over 117,000 newsstand copies, and it carried 174 pages of advertising. Their July 2001 issue came out 14 months after the name change. Its rate base now is just 800,000, their newsstand sales have been running around 19,000 copies, and it carried only 59 pages of advertising. What happened?

The obvious motivation behind the name change was to attract a share of the new economy advertising pages that were so abundant in early 2000. It was certainly not done to serve the one million subscribers and single-copy buyers who paid their money to get a magazine about personal computers called *PC Computing*. They made the error of changing their publication to attract advertising, while neglecting the true wants and needs of their readers. The result was a financial catastrophe for them.

If a new group of buyers emerges and a publisher believes a significant group of advertisers would like to communicate with them, it would probably make more sense to consider launching a new publication rather than destroy a brand that may have taken years to develop and that readers have grown to rely on.

Q *PC World* has added a new tagline. Could you comment on that?

A We have added the tagline "Technology Advice You Can Trust" because it allows us to keep our *PC World* identity while communicating that our focus has grown beyond just personal computers. Our research shows PCs are now seen as the hub of a technology circle comprised of applications, the Internet, handheld devices, and new peripherals such as digital cameras and scanners, etc. Our mission is to help technology-savvy managers buy all of these products, in addition to PCs, so the new tagline was incorporated. To truly be a buying resource, however, it's important to establish reader trust and we were careful to include that magic word in the new tagline as well.

Q PCWorld.com has created a new e-commerce section called Product Finder. How did that come about?

A Most technology product purchases could hardly be called impulse buys. They are highly considered purchases and the information-gathering period a

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U.S. Sales Meeting

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"It's important that we gather at times like these and take a deep breath and recognize the patterns and larger themes of the marketplace," said IDG President and CEO **Kelly Conlin** during the meeting's first session. The IT industry's 6% growth was the slowest in 18 years, he said, but added that many other industries would love to have not only the 6% growth rate but also the absolute size of the IT market, which will pass $1 trillion in spending this year.

While IDG saw a 25% dip in ad pages in 2000-01, *BusinessWeek* was down 28%, but the worst hit was *The Wall Street Journal* at –37%.

> *"Our challenge is reminding IT vendors that they will reap what they sow, and making marketing investments now will position them well as the market recovers. As IDG publications continue to prove how influential their audience is, the more success they will have in sharing in that recovery."*
>
> *— IDG President & CEO Kelly Conlin*

Citing IDC statistics about future spending on Web infrastructure, Conlin reminded the audience that "we have four times as much opportunity in front of us," pointing out that $2.2 trillion will be spent in the next four years, which is four times what was spent in the last four years. "Our challenge is reminding IT vendors that they will reap what they sow, and making marketing investments now will position them well as the market recovers," he said, adding, "as IDG publications continue to prove how influential their audience is, the more success they will have in sharing in that recovery."

IDG's publications benefit from the range of marketing platforms they can offer customers, including integrated programs of print, online and face-to-face marketing. IDG's continuing tradition of investing in quality content also helps increase the company's competitive advantage. In editorial awards, for example, IDG's U.S. publications won 117 awards during 2000, compared with 40 for CMP, 25 for Ziff-Davis and 11 for C|Net. And IDG has an advantage in audience buying power as well. Online, the visitor to an IDG site has an average buying power of $5.1 million compared with an average buying power of less than $1,200 for a C|Net visitor.

"For over 27 years IDG's dedication to serving the needs of technology organizations and businesses that are implementing technology to be more effective, has been unquestionable," said IDG Communications President **Joan Kelly**. "IDG is looked upon as a thought leader in the industry with the most robust portfolio of quality media vehicles that meet the needs of the vendors who are looking to target buyers of their products." She said there is no doubt that IDG's advertisers' and readers' needs for IDG's products will remain strong. "As the most relied upon source for technology information, our future remains bright."

"Collaboraction is about trust," said Network World CEO and Publisher **Evilee Thibeault**. She suggested that sales reps meet with other sales reps in their region regularly to share information. "Look at other revenue streams. Go for a broader array of technology buyers," she said.

"I was really impressed with the positive and upbeat feeling that took over the conference," said IDG Communications Vice President, Interactive Sales, **James Piper**. "All the business units came into the online-specific meeting, for example, with a can-do attitude, and we made great strides toward building a more collaborative opportunities for our top online clients in fiscal '02."

"Hearing about the successes of the teams that won and being reminded of how rewarding, both financially and emotionally, it is to work together, always recharges me," said Network World's VP/Associate Publisher **Carol Lasker**.

The second day of the meeting gave each business unit a full day of breakout meetings to discuss ways to collaboratively handle accounts and share good sales ideas and plans for the fall selling season. Also discussed in meetings large and small was an IDG integrated marketing plan, currently in the final research stages, that will show IDG publications to be vendors' best marketing partners.

Designed for use by its sales force among IT marketers, *Computerworld* has fielded an innovative study to determine how IT professionals use various information sources, according to CW Vice President/Marketing **Derek Hulitzky**. The study shows the relevance IT professionals assign to 18 categories of information sources as they become aware of, consider and purchase new and existing products and services in 10 major technology categories.

Although *Gamepro*'s sales team does not pursue the same clients as other IDG publications, IDG Games Media Group Associate Publisher/West Coast Sales **Craig Lee** said his group's attendance at the meeting was vital.

"We have young people on our staff, as well as those who are new to IDG. This meeting gives them the chance to see IDG's corporate culture and see high-performance sales teams with the knowledge of their markets in action and how that applies to 'collaboraction.'

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IDG

Week of September 3, 2001

Event Program Coordinator (CWI)

Computerworld is looking for an Event Program Coordinator for their Strategic Programs and Events department. In this position you will be responsible for driving the event attendee marketing program rollout which includes working with many of our internal departments. You will also be responsible for evaluating and overseeing list management partners, contract staff, and materials. Additionally, you will service as the major point of contact for onsite customer service management, frontline staff member and handling all attendee issues. This will include preparing confirmations, reports, physical badges, as well as processing payment. Working closely with the Website management staff, you will also be responsible for keeping the registration information current and the system performing as intended. This successful candidate will be Customer Service focused with strong Verbal and Written Communication skills and pays close attention to detail. Familiarity with Word, Excel, and Powerpoint required. Experience with graphics packages such as Quark XPress internet marketing practices, and Event Operations experience a plus. Travel is required. *Location: Framingham MA*
Contact: J. Snow, Email: **jennifer_snow@idg.com**

Web Development Manager (CWI)

The position requires excellent people skills, proven web development history as well as solid project management experience. This manger will oversee day-to-day staffing issues and resource allocation in a web development department, serve as primary technical contact for in-house clients and manage client expectations in terms of deliverables and dates. You should have a proven ability to assist in career development as you nurture/guide/mentor developers from a business/corporate point of view. There will always be opportunity to delve into some development efforts when necessary. **Special Skills & Qualifications:** Project management experience, especially in an interrupt driven environment. Management experience. Technically savvy. Web development/publishing experience helpful. Excellent organizational skills and people skills. Ability to be flexible while still driving towards goals. Must be ready to adapt to new challenges, technologies. Must be comfortable working in a UNIX environment. Should be aware of the following technologies: Oracle, Vignette StoryServer, Apache, VPN, Ultraseek/Inktomi search, Web Crossing. *Location: Framingham MA*
Contact: J. Snow, Email: **jennifer_snow@idg.com**

Director of Business Development (EXF)

IDG Executive Forums is seeking a dynamic Director of Business Development to join their Sales team in San Mateo. We are seeking a seasoned, highly motivated sales person with a proven track record as a consistent top performer. Qualified candidates must have a minimum of 5 years direct sales experience with territory and revenue responsibility. Prior experience in event sponsorship sales is a must. Proven experience developing a territory and maintaining strong client relationships with high level decision makers is required. Our sales approach is consultative which requires strong communication, presentation, influencing and negotiation skills, as well as the ability to collaborate with your colleagues and be a team player.

Core responsibilities include developing a territory sales strategy and plan for increasing sponsorship revenue, building business plans for existing and emerging industry events, as well as contributing to other business development activities as needs arise. In addition you will be working with internal teams to develop sponsorship packages, and collaborating with marketing groups to produce sales collateral. *Location: San Mateo CA*
Contact: Email: **Steve@idgexecforums.com**

Sr. Conference Manager (EXF)

The Senior Conference Manager will be responsible for participating in the development of new IDG EF conferences/programs. He/she will follow up that role by developing the production parameters of those new IDG EF products including but not limited to site selection, facilities use, program support and initial budget preparation. The Senior Conference Manager will also be responsible for hotel relations for all conferences/programs including contract management and Food & Beverage management/oversight. This person will be responsible for leading a production team for selected conferences/programs and must be bottom line oriented to support their fiscal integrity. They need to understand the market niche, the customers, the program and the resources it will take to present a successful conference. *Location: San Mateo CA*
Contact: Email: **bob@idgexecforums.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Director of Sponsorship Development (IFW)
InfoWorld Media Group is seeking a dynamic individual to join the Events and Conferences team and drive sponsorship revenue. Core responsibilities include developing sales strategy and business plans for existing and emerging technology events, developing sponsorship packages, working with internal marketing groups to produce sales collateral and collaborating with Ad Sales to meet revenue projections. Position requires 7+ years of direct event sales experience, and proven track record of meeting and exceeding revenue goals for events. Ideal Candidate will possess professional sales skills using the consultative approach including excellent communication, presentation and influencing skills. Ability to partner and successfully build relationships with clients/agencies, high level decision makers and staff a must. *Location: San Mateo CA*
Contact: Email: **resumes@infoworld.com**

Sales Associate (IFW)
InfoWorld Media Group seeks a highly independent, self-starter who will provide multi-functional support to the Regional Sales Manager. Working as a vital part of the Western Regional Sales team, you will generate and update sales/client files maintained on our databases, provide ongoing customer service to clients, facilitate ad production, help prepare sales presentations and provide general administrative and office support. Position is located in San Mateo, California. In this fast-paced competitive environment, flexibility, a dedication to "service excellence", strong written and verbal communication skills and a passion for learning are essential. Requires minimum 2 years business experience. Candidates will be PC proficient with MS Word, Excel, PowerPoint, have a strong understanding of the Internet and be able to manage multiple tasks. *Location: San Mateo CA*
Contact: Email: **resumes@infoworld.com**

Online Sales Associate (IFW)
InfoWorld Media Group seeks a motivated self-starter who will provide multi-functional support to the Online Sales Managers. Working as a vital part of the online sales team, you will generate and update sales/client files maintained on our databases, coordinate and update online rate card and sales presentations, provide ongoing customer service to clients, and provide general administrative and office support. In this fast-paced competitive environment, flexibility, a dedication to "service excellence", strong written and verbal communication skills and a passion for learning are essential. Requires 2 years business experience. Candidates must be PC proficient with MS Word, Excel, PowerPoint, have a strong understanding of the Internet and be able to manage multiple tasks.
Location: San Mateo CA
Contact: Email: **resumes@infoworld.com**

National Sales Director (ITC)
As the National Director of IDG Recruitment Solutions Sales and Product Development, you will be responsible for overseeing the sales and development of all IDGRS online and offline products and services. This includes managing the IDGRS sales team as well as working with the Marketing Director and The President of the Business Unit on the evolution of existing products and services and the creation of new offerings. In this role, you will also be interacting with the Operations Manager, ensuring that forecasts and special issue closings are expedited and the Financial VP's regarding sales expenses and revenue. Specifically, you will focus on the following areas: Achieving IDGRS revenue goals, defining sales team roles and territories, developing accurate sales forecasting tools and working with the sales team on their monthly 30-60-90 revenue forecasts, determining advertising supplements in print publications, developing and marketing IDGRS integrated print/online/events packages for our recruitment customers, working with the sales team on the evolution and implementation of 3-6-12 month strategy, compiling the monthly sales commentary, and developing strategic partnerships.
Location: San Francisco and San Mateo CA
Contact: K. Flanagan, Email: **kelli_flanagan@itcareers.net**

Part-Time Financial Specialist (LST)
IDG List Services has an immediate opening for a Part-Time Financial Specialist to assist and report to the President of the business unit. Responsibilities will include preparing an extensive client monthly report, monthly reporting of revenue and expenses to clients, paying bills for the department, checking the monthly department P&L statement along with various other related tasks. Ideal candidate should have several years of financial experience in handling business financials as well being extremely organized and detail-oriented. Knowledge of Excel is a necessity. This is an opportunity for a financially savvy professional to work in a fast growing business unit at IDG. *Location: Framingham MA*
Contact: C. Cotter, Email: **cydney_cotter@idg.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Sales Assistant (NWI)

Excellent opportunity exists for an experienced Sales Assistant who enjoys a fast paced environment and a variety of assignments. In this position you will work closely with and support the sales efforts of our Regional Sales Manager. You will utilize your superior customer service skills in developing ongoing relationships with our clients. You will also be responsible for coordinating events, ordering supplies, conducting Internet searches, database management, travel arrangements, file management, fulfilling customer requests, and assisting co-workers as needed. To qualify for this highly visible position you must be proficient in a Microsoft Office environment (Word/Excel/PowerPoint) and have the ability to use the Internet for research work and email for daily correspondence with customers. The successful candidate will have excellent organizational skills with a high attention to detail. In addition you must have excellent communication and customer service skills. Two year's previous experience working in a sales environment is preferred as well as familiarity with Lexis-Nexis and Saleslogix softwares. *Location: Atlanta GA*
Contact: E. Cormier, Email: **ecormier@nww.com**

Director of Events (PUB)

Publish Media, LLC is seeking a Director of Events who will be responsible for the conception, planning, and implementation of all member events for the E-Business Communication Association. In this role you will set the objectives, goals, schedules, and budgets, as well as remain in close contact with our members in order to best meet all of their event needs. The ideal candidate will have a proven ability to manage programs and an excellent customer service attitude with at least two years events experience. Publish Media, LLC offers a competitive salary and full benefits package that includes health and dental that start the first day of hire, an excellent 401k plan, health club reimbursement, and much more. Interested candidates should email their resume to **newjobs@publish.com**. *Location: Topsfield MA*

Director of Communities (PUB)

Publish Media, LLC is seeking a Director of Communities who will be responsible for the conception, planning, and implementation of all community outreach programs for the E-Business Communication Association. In this role you will set the objectives, goals, schedules, and budgets as well as remain in close contact with our members in order to best meet all of their community needs. The ideal candidate will have a proven ability to manage programs and a superior customer service attitude with at least two years communities' experience. Publish Media, LLC offers a competitive salary and full benefits package that includes health and dental that start the first day of hire, an excellent 401k plan, health club reimbursement, and much more. Interested candidates should email their resume **to newjobs@publish.com** *Location: Topsfield MA*

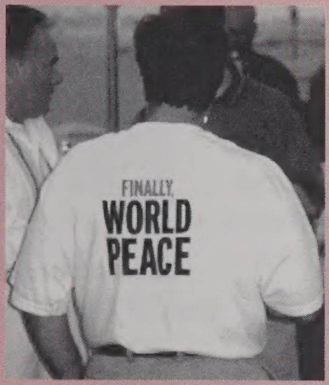
Director of Education (PUB)

Publish Media, LLC is seeking a Director of Education who will be responsible for the conception, planning, and implementation of all professional development programs for the E-Business Communication Association. In this role you will set the objectives, goals, schedules, and budgets as well as remain in close contact with our members in order to best meet all of their professional development and education needs. The ideal candidate will have a proven ability to manage programs and a superior customer service attitude with at least two years program management experience. Publish Media, LLC offers a competitive salary and full benefits package that includes health and dental that start the first day of hire, an excellent 401k plan, health club reimbursement, and much more. Interested candidates should email their resume to **newjobs@publish.com**
Location: Topsfield, MA

Inside Sales-Database (PUB)

Publish Media, LLC is seeking a highly motivated, intelligent and energetic inside sales candidate to handle database list sales. We are looking for a new team member to share in our success, help us maintain our leadership position and take on new challenges. The ideal candidate will be a proven top performer with at least two years inside sales experience and must have excellent written and verbal skills. The position offers a competitive base salary plus commission. Publish Media, LLC offers a full benefits package that includes health and dental that start the first day of hire, an excellent 401k plan, health club reimbursement, and much more. Interested candidates should email their resume to newjobs@publish.com.
Location: Topsfield MA
Contact: Email: C. Smith **csmith@publish.com**

CW, IW sales reps look to differentiate and conquer



This sales rep's t-shirt says it all!

For the first time the *Computerworld* and *InfoWorld* sales teams met as one in a concerted effort to differentiate each publication from the other in the market while bolstering their competitive stance against *eWeek* and *Information Week*. While the crossover readership of the two IDG is only 11%, competitors attempt to paint them as basically the same. And although their readers understand the difference between the two – *Computerworld* is written for IT managers and executives and *InfoWorld* is for IS staffers and technology evangelists – it must be made clear to the advertising community, according to the publications' leaders.

InfoWorld CEO **Bob Magnuson** said that the two weeklies must position themselves in the market rather than be positioned by the competition.

"We must find ways to go forward together to beat the competition. The war of the Worlds is over," said *Computerworld* CEO **Alan Guibord**.

"We must reposition *Computerworld* and *InfoWorld* in every buyer's mind," said **Sherry Driscoll-Coleman**, *CW* senior VP and associate publisher. "This only works if we have two distinct brands and convince advertisers that want one book that buying into both will be better for them. This 'best of both Worlds' gives us all something new and compelling to talk about."

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In the end, the meeting was "a terrific, upbeat one, considering the current state of affairs," said **Fred Lo Sapio**, *CW* account director. Added CXO Media Group Publisher **Gary Beach**, "We've only been in this fog for 400 days. The people we're calling on are acting like they're going out business. They're looking behind; we have to make them look ahead." WU

Scheduled into the meeting was a little time for fun and team building. The 2001 Beach Olympics were held on the sands outside the hotel and involved volleyball and a variety of relay races and challenges. Above, the Yellow Team prepares to launch a water balloon to waiting teammates.

Collaborative sales teams earn World Class Awards

IDG's annual U.S. Sales Meeting culminates with a gala dinner in which the year's best collaborative sales teams are honored with the World Class Awards. This year the awards, which consisted of a trophy and $500 to each winner, went to the following multi-business-unit teams:

(L-R): ***Rich Sims****, InfoWorld;* ***Ai Collins****, CXO Media;* ***Linda Holbrook****, CW;* ***Sean Weglage****, NW;* ***Miles Dennison****, NW (Quantum).*

(L-R): ***Vickie Miyaoka****, InfoWorld (partially hidden);* ***Debbie Downey****, CW;* ***Traci Keller****, InfoWorld;* ***Roy Kops****, PC World;* ***Sean Weglage****, NW;* ***Melissa Gruber****, PC World;* ***Debbie Sorich****, CW;* ***Greg Pinsky****, CW;* ***James Piper****, IDG Communications;* ***James Kalbach****, NW. Not pictured:* ***Laurel Spencer****, ITworld; and* ***Ginny Pohlman****, IDG Corporate Accounts (Sun).*

- Quantum: For working together successfully to get an IDG-exclusive four-publication buy in *CIO*, *Computerworld*, *InfoWorld* and *Network World*.
- Hitachi: This five-publication win (*CIO*, *CW*, *IW*, *NW*, *PC World*) brought in $2 million for IDG.
- Sun Microsystems: Teamwork resulted in a 300% increase in revenue year over year and a market share in FY01 of 28% vs. 11% in FY00.
- AT&T: This team increased account revenue by over 500% to more than $2.5 million. WU

(L-R): ***James Kalbach****, NW;* ***Eileen LoBaugh****, CXO Media;* ***Lisa Brown****, CXO Media;* ***Karen Beasley****, IDG Communications;* ***Paul Reiss****, CW;* ***Basil Scaperdas****, InfoWorld;* ***Greg Pinsky****, CW;* ***Jennifer Kavanaugh****, IW;* ***Eric Danetz****, NW;* ***Fred LoSapio****, CW;* ***Kevin McCluskey****, IDG Communications;* ***Jeff Edman****, PC World (AT&T).*

(L-R): ***Vickie Miyaoka****, InfoWorld;* ***Kim Gaffrey****, NW;* ***Elisa DellaRocco****, NW;* ***Aaron Gallagher****, InfoWorld;* ***Sean Weglage****, NW;* ***Elle Schwab****, CXO;* ***Ai Collins****, CXO Media;* ***Kelly Mahoney****, CW;* ***Maureen Grady****, CW (Hitachi).*

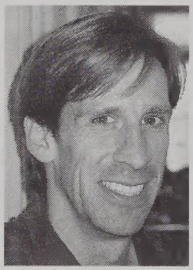
IDG WORLD UPDATE PHOTOS

When the selling gets tough, the tough get creative

IDG World Update asked attendees of last month's U.S. Sales Meeting how they have adjusted their approach to customers in this difficult IT economy.

Marinone

"You have to adjust to selling different types of programs. Customers now are interested in quality sales leads, not just brand awareness, so you have to be more direct-marketing oriented in your approach." – **Laurie Marinone**, *CW account director, New England*


Topping

"Every situation requires a different creative solution. You have deliver true integrated marketing solutions and map a flexible program. There are different levels of marketing, so it might be Webcasts or a more leads-oriented package. The best packages keep a revenue relationship that fits the needs of our clients and strengthens that relationship going forward instead of just giving up because times are tough." – **John Topping**, *CW regional vice president of sales*

Holbrook

"Integrated packaging beyond ROP [run of press] has really been the charm, whether it's a bonus page for buying a certain number of pages or a belly band or whatever it takes." – **Linda Holbrook**, *CW vice president, key accounts.*

"As our clients are more and more charged with proving return on investment on their campaigns, we are really working on integrating *PC World* as a traffic driver to pcworld.com, where we then direct traffic to Product Finder to stimulate sales." — **Alicia Langer**, **Melissa Gruber**, *account managers, PC World.*

Pomponi

"What we've done is really used our Web site and its data to prove the value of our editorial and print product and drive activity. We have more Web page views than *InfoWeek*, *Network Computing* and *Internet Week* combined. The market looks at the editorial of those publications' sites and finds no value, so no matter how many issues they send out no one goes back and takes any action. You can't make someone point their browser to your site just because they got an issue of your publication if your site has nothing they can use." — **Donna Pomponi**, *NW regional sales manager*

Harvey

"Be creative and find someone within the client company who actually has a budget. It's out there somewhere; be persistent and keep asking. It never hurts to build relationships with the product managers, for example. Know what your client is doing, what their objectives are, what they are spending their money on and what's important to them. Communicate." — **Nick Harvey**, *IDG Communications director of interactive sales.*

Long

"Have a positive attitude and foster creativity. Think about how to make lives better and more fun and enhance the customer experience. Go in with a great attitude and no sense of panic and customers will sense your confidence and trust." — **Blayne Long**, *regional vice president of sales, CW.*

IDG WORLD UPDATE PHOTOS

Executive Q&A

continued from page 3

buyer typically goes through is long. So, to help our Web site visitors make good purchase decisions quickly, Product Finder was launched.

Product Finder is a database of over 140,000 technology-oriented products with an extensive listing of vendor — sorted by price — who sell them. The database was created by our partner PriceGrabber, but in creating Product Finder *PC World* made many enhancements to the PriceGrabber engine.

Specifically, visitors to Product Finder first navigate to the page for the product that they're considering or use filters to help them identify a product consideration set. Once there, they can get full specifications of the product, any rebate information that's available, links to *PC World* reviews of that product, information about any awards it has won, user reviews and many times even a 3-D image of the product that can be rotated. The user can also enter his or her ZIPcode to get vendor pricing restated to include taxes and shipping to his or her location.

By providing such extensive purchase information all in one place, *PC World* will ultimately be making our site more useful to its target readers. And, here's proof: after just 60 days, Product Finder already accounts for about 10% of PCWorld.com's total traffic of 500,000 page views per day.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Ingrid Schmid *IDG Germany*

17

Siegfried Reich *IDG Germany*
Maureen Mottonen *IDC Canada*

16

Hans Peter Nitzsche *IDG Germany*
Gebi Osterwalder *IDG Switzerland*

15

Jens Jørgen Krag Hansen *IDG Denmark*

13

Lars Østermann *IDG Denmark*
Ágnes Radnoti *IDG Hungary*

12

Irmgard Meyer *IDG Germany*
ebra Bernardi *IDC*
Viola Farkas *IDG Hungary*
Éva Szegvári *IDG Hungary*

11

Wayne Silverman *PC World*
George Bulat *IDC Canada*

10

Jiri Zadnik *IDG Czech*
Sabrina Chummun *IDG France*
Catherine Renaudin *IDG France*
Maria Grazia Tripodi *IDG Italy*
Marisa Zampini *IDG Brazil*

9

Maryse Gros *IDG France*
Nancy Dixon *IDG*
Donna Moschella *IDG World Expo*
Silvana Brambilla *IDG Italy*
Hermann Apfelböck *IDG Germany*
Uwe Kielmann *IDG Germany*
Josef Kreitmair *IDG Germany*
Michael Schweizer *IDG Germany*
uan Ramon Melara *IDG Spain*
Erzsébet Gazdag *IDG Hungary*

8

Cheryl Talamini *IDG*
Peter Vermeulen *IDC Benelux*

7

Ruzena Holikova *IDG Czech*
Debbie Niman *Publish*
Szilvia Szendrey *IDG Hungary*

6

Karel Taschner *IDG Czech*
Natacha Bouketo *IDG France*
Frank Hayes *Computerworld*
Glenn Mosesso *IDG*
Paul Carlin *IDG Travel*
David Minehart *InfoWorld*
Makoto Kuroda *IDG Japan*
Gabriele Hurle *IDG Germany*

5

Carmen Paitel *IDG France*
Michael Stenhøj *IDG Denmark*
Matthew Hamblen *Computerworld*
Steve Inza *IDG International Publishing Services*
Genki Uchida *IDG Japan*
Kumi Shingyouchi *IDC Japan*
James Walker *Macworld U.K.*
Sandra Bergermayer *IDG Austria*
Duk-Hwan Oh *IDC Korea*

4

Renata Saskova *IDG Czech*
Erica Driscoll Ribeiro *IDG Global Solutions*
Tom Cowan *PC World*
Kevin O'Keefe *Network World*
Maureen Grady *Computerworld*
April O'Connor *Computerworld*
Karen Budreau *IDG*
Motoko Yamabe *IDG Japan*
Francesco Orsenigo *IDG Italy*
Margit Enthaler *IDG Germany*
Elizabeth Cole *IDC*
Marianne Kolding *IDC U.K.*
Judit Mallász *IDG Hungary*
Sándor Csorián *IDG Hungary*
Árpád Palotai *IDG Hungary*

3

Christophe Gauthier *IDG France*
Pascal Bidaud *IDG France*
Marc Guillaumot *IDG France*
Stéphane Krawczyk *IDG France*
Joël Peteul *IDG France*
Franck Nassah *IDC France*
Kristine Guay *Network World*
Yoshino Uchiyama *IDC Japan*
Christoph Hammerschmidt *IDG Germany*
Cord Möller *IDG Germany*
Kathryn Jackson *IDG Germany*
Claudia Bartelt *IDG Germany*
Sandra Busch *IDG Germany*
Bianca Aumeyer *IDG Germany*
Fidel Angelov *IDG Bulgaria*
Maria Roser Ferrer *IDG Spain*
Placido Moreno *IDG Spain*
Sujay Bhattacharya *IDC Singapore*
Beat Schmid *IDG Switzerland*

2

Petr Velecky *IDG Czech*
Bénédicte Chauvet *IDG France*
Christine Liber *IDG France*
Pierre Senard *IDG France*
Charles Corpuz *IDG Global Communications*
Henrik Pedersen *IDG Denmark*
Torben Daarbak *IDG Denmark*
Lars Schmidt *IDG Denmark*
Kathryn Lunsford *Mac Publishing*
Charles Purdy *Mac Publishing*
Sharon Anderson *Mac Publishing*
Megan Matteoni *Mac Publishing*
Felicia Williams *PC World*
Brian Smyers *IDG*
Nicola Krapohl *IDG Germany*
Joachim Latta *IDG Germany*
Richard Coppola *IDG Germany*
Karlhorst Klotz *IDG Germany*
Verena Loske *IDG Germany*
Katrin Elsler *IDG Germany*
Brigitte Bockmeier *IDG Germany*
Thomas Springer *IDG Germany*
Ulrich Bantle *IDG Germany*
Andreas Csaszar *IDG Germany*
Mario Nagano *IDG Brazil*
Luis Fernando Tinoco *IDG Brazil*
Pia Malischnig *IDG Austria*
Pamela Xu *IDC China*
Sandie Breese *IDC Australia*
Beatrice Meyer *IDG Switzerland*
Imre Egri *IDG Hungary*
Sándor Steigler *IDG Hungary*

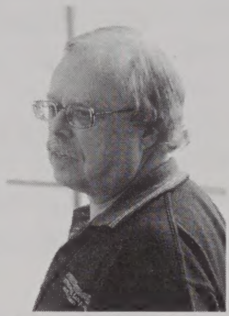
1

Petra Seitzova *IDG Czech*
Brett Winterford *IDG Australia*
Andrew Haney *IDG Global Solutions*
Astrid Sloth Thusgaard *IDG Denmark*
Dat Hoang *IDG Communications*
Stephanie Gutierrez *Network World*
Alonna Doucette *Network World*
Stuart Dale *IDG Travel*
Kevin Cronin *ITworld.com*
Yoriko Yamaguchi *IDG Japan*
Andreas Wurm *IDG Germany*
Ulrike Goressen *IDG Germany*
Uwe Küll *IDG Germany*
Heide Kuhlmann *IDG Germany*
Ulrike Brauner *IDG Germany*
Magdalena Lerch *IDG Germany*
Denise Tennie *IDG Germany*
Sabrina Huber *IDG Germany*
Katja Neubert *IDG Germany*
Annie Weissenberger *IDG Germany*
Rupert Collins-White *PC Advisor*
John Steward *Macworld U.K.*
Helen Lim *Computerworld Singapore*
Tan Ee Sze *Computerworld Singapore*
Tan May Yee *Computerworld Singapore*
Hayamalatha *Computerworld Singapore*
Amaya Monroy *IDG Spain*
Ulysses Cardoso *IDC Brazil*
Selma Traag *IDC Benelux*
Roland Krischanitz *IDG Austria*
Rosi Moser-Müller *IDG Austria*
Claudia Hochegger *IDG Austria*
Michael Mullaney *IDG Global Solutions U.K.*
David Yew *IDC Singapore*
Jonson Ng *IDC Singapore*
Lian Feng Wu *IDC China*
Eric Hyun-Nyung Oh *IDC Korea*
Tim Banfield *IDC Australia*
Sue Fell *IDC Australia*
Greg Ambrose *IDC Canada*
Anthony Anirud *IDC Canada*
Tamás Földesi *IDG Hungary*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Forward march! IDG's business unit leaders look to 2002

*On the final morning of the 2001 U.S. Sales Meeting in San Diego, IDG President and CEO **Kelly Conlin** brought 10 business unit presidents on stage and asked them what they were most excited about for the next fiscal year.*


Levy

Joe Levy, CXO Media: "We have the ability to put together international marketing packages for our clients and prospects. IDG is the only organization dedicated to and able to serve its clients needs, no matter what they are or where they are in the world. What will differentiate us from the rest of the market is our ability to go way beyond page advertising. Enterprise books are unique because of the controlled circulation. We know a lot about our readers and can use the information we have about them to the advantage of our advertisers and customers. I predict a year from now Ziff-Davis will be dead and buried or sold to some other fool."

Joan Kelly, IDG Communications: "You are all IDG Communications' customers, and I see such vitality, excitement and enthusiasm. I think we're all working together better than ever. We're making progress in collaboraction, but there are always bumps in the road. We have to think about the long-term good of IDG and keep the books vital and important and take market share from Ziff-Davis and CMP."

Jeff Edman, PC World: "Coming off a really terrific year for *PC World*, with a redesign of both the magazine and our Web site and a readership that tops all business and technology publications, I see big momentum going into 2002. We have the best sales team we've ever had and have developed strong customer relationships. I believe we're going to come back, take advantage of increased spending in the industry and stick it to Ziff-Davis."

Thibeault

Evilee Thibeault, Network World: "We're excited because in about 44 days this [fiscal] year is over. Our focus is going to be on advertiser accountability."

Janis Crowley, vice president, IDG Recruitment Solutions: "Needless to say this past year has been very tough for help-wanted advertising. Yet despite the tough market Recruitment has been very busy. With only 16 staff members we've published 50 career supplements. Our market share soared despite the industry slump. We're forming a strategic alliance with IMDiversity.com in which we'll be publishing a series of supplements on diversity in IT careers. Many companies investing in diversity because it makes good business sense. Baby boomers are about to retire, new employees entering the workforce, and 25% of them will be immigrants."

O'Malley

John O'Malley, IDG Global Solutions: "We live in the collaboraction space. We focus on trying to grow incremental business and market share and had a strong year in Europe and grew the market share of a number of companies. We're excited about a lot of opportunities internationally, because globally IDG is very, very strong, and we have a strong case to put out there."

Bill Reinstein, ITworld.com: "We're excited about our renewed focus on the world of interactive streaming and Webcasting, what we call 'broadband interactive marketing.' We are poised to take a significant piece of that market."

John Rousseau, IDG Games Media Group: "We're increasing profits 400% over this year. I believe we will own our competitors."

Guibord

Alan Guibord, Computerworld: "We're back better and bigger than in the past. We've spent a lot of time positioning ourselves in the market and improved our market share. Our whole team has come together and will be producing a series of new products that the industry's been waiting for. We're also very excited about our partnership with *InfoWorld.*"

Magnuson

Bob Magnuson, InfoWorld: "I think this is the year that will we put *EWeek* out of business. We're very excited about the partnership with *Computerworld*, which will be something that will be very powerful, will exceed everyone's expectations, allow us to dominate our space and make it tough for other books."

and*finally.*

Change of address for IDG Ventures

IDG Ventures has moved to the following address:

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Comptuerworld/ InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff can be reached at 3 Post Office Square, 4th floor, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on at www.idgworldupdate.com.

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Keeping the faith in tough economic times

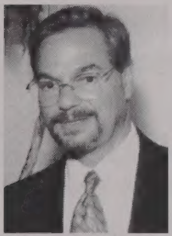
U.S. business unit leaders discuss customer service and rallying the troops for brighter days ahead

Crawford

Thibeault

Magnuson

Guibord


Edman

Rousseau

IDG World Update recently asked the leaders of IDG's major U.S. product lines to share their strategies for weathering the current market slump and what they are doing to keep employees motivated and ready to capitalize on the market recovery when it comes. Participants: Mac Publishing President & CEO ***Colin Crawford****, PC World President & CEO* ***Jeff Edman****, Computerworld President & CEO* ***Alan Guibord****, InfoWorld President & CEO* ***Bob Magnuson****, IDG Games Media Group President & CEO* ***John Rousseau*** *and Network World Publisher & CEO* ***Evilee Thibeault****.*

World Update: **What is your business unit doing to be of more service to customers during this slowdown in the market?**

Bob Magnuson: Even more in this kind of very challenging market it is critical to stay close to our customers and nurture the customer relationship. At InfoWorld, we are focused on being flexible and responding immediately to our customers' needs as they change during this volatile period. Advertising budgets are under extreme pressure, and therefore we must demonstrate the tangible value of advertising with *InfoWorld* over the competition. And that means, in part, having the ability to put together targeted, integrated marketing programs across platforms to increase value for our advertisers.

Colin Crawford: Trying to persuade advertisers to part with their dollars in the current economy is tough no matter how good your product is. *Macworld* is going after marginal revenues through the use of targeted editorial, round-ups and comprehensive buying guides covering printers, storage and monitors and digital cameras. We're also targeting vertical segments such as 3D, music, digital video recording (DVD-R), wireless networking, etc. so we have a chance of attracting additional advertising marginal advertising dollars.

Jeff Edman: With advertising budgets either lowered or eliminated, key media influencers on the client and agency side tend to have less to do. This makes them more available to take meetings with advertising reps and management. We have redoubled our efforts at *PC World* to make as many sales calls as possible and all our managers are in the field virtually all of the time. Once we get the

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CIO 100 Symposium and Awards focuses on innovation

CXO Media's Executive Programs team in their evening finery (l-r): ***Jeremy Draper****,* ***Heather Beauton****,* ***Mike Barbado****,* ***Amy Sanderson****,* ***Cynthia Mollus****,* ***Sandi Hughey****,* ***Lynda Rosenthal****,* ***Cynthia Laird****,* ***Ron Bettencourt****,* ***Leah Graves****,* ***Kristine Vibert****,* ***Maria Orareo****,* ***Karen Peabody****,* ***Rachel Sherman*** *and* ***Brian Fuce****.*

Determined not to let a softening economy deter them from a substantive agenda and high-quality networking opportunity (not to mention fun), 416 attendees made their way to the third annual CIO 100 Symposium and Awards at the Hotel del Coronado off the coast of San Diego, Calif., last month.

Attendees included executives from the U.S., Switzerland, Japan, France, Canada and Brazil.

Held in conjunction with the CIO 100 special issue of *CIO* magazine, the event honors the outstanding achievements of 100 organizations for leadership and innovation for the future of the enterprise.

"Innovation" was the underlying theme of the comprehensive agenda, from keynote speaker and Symposium moderator, Paul Saffo (director of the Insti-

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Keeping the faith

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appointment, we focus on service. Is there any particular research we could provide that might be interesting to them? Are there any new or emerging market conditions that the client or agency should be made aware of? Of course, if there's any news about our publication or our competitors we're always happy to discuss that as well, but in times like these the focus shifts to client service. Salespeople especially have a tendency to get down when times are hard. We let our competitors feel that way while our reps go forth with pep, vigor and a strong client orientation!

IDG WORLD UPDATE

"I communicate continuously with the entire staff, as well as with individual departments. Top professionals don't appreciate being kept in the dark, especially in these times, and they also don't appreciate anything less than candid communication about what really is going on."

— Bob Magnuson, InfoWorld

Evilee Thibeault: We find ourselves listening more and presenting more custom solutions to customer needs. In addition, clients are being asked to cut budgets but still produce leads, and we have helped some of these companies in need get through these rough times by being just a little more generous. An upstart regional wireless company needs some leads to start up their business; we are happy to help out and feel certain that this will come back when they are ready to do business. In addition, between print, online and events, we have various price points for any marketer's needs.

***World Update:* Are you stepping up your focus on non-advertiser-based revenue streams and if so, what are you doing?**

Rousseau: Absolutely! Can't live by ad and circ revenue alone anymore! Capturing reader revenue is more important now then ever. For example, we are working on a *GamePro* "Frequent Buyer awards program" with a partner that would reward game purchasers with actual dollars on a real debit card for purchasing certain games at certain retailers. We would get a revenue share for every "buyer" we signed up for the program. This is just one of many initiatives we have to increase reader revenue at our business unit.

Guibord: We have invested throughout FY01 in our online products/services, making them more targeted and aligned to support our readers. Among these new products are are 14 online Knowledge Centers and our new peer-to-peer resource called Executive Suite. We expect to see a payoff on these investments in FY02.

Magnuson: Absolutely. We are working hard to develop subscription-based revenue streams online, through InfoWorld-branded research products, Web-based training and other products and services. We are developing our InfoWorld Test Center so that it also will have the capability to do fee-based testing. And we have as a primary priority building out our events and conferences business to facilitate much more peer-to-peer interaction among our readers and create a robust revenue stream.

Edman: This year, *PC World* partnered with *Network World* to sponsor an eight-city conference on "Networking For Small and Medium-Sized Business." The first series turned a profit, and we're planning additional conferences for next year. On the dot-com side, we've added our new "Product Finder" e-commerce section where technology product buyers can get virtually all the information they would ever need to make an informed purchase decision. Then, they can link to vendors selling the product they want, ranked by price. We not only profit from advertising in Product Finder but by referral fees from the vendors.

***World Update:* How do you motivate and maintain morale among staff during times like this?**

Magnuson: I communicate continuously with the entire staff, as well as with individual departments. Top professionals don't appreciate being kept in the dark, especially in these times, and they also don't appreciate anything less than candid communication about what really is going on. I also remind them that they are the best in the business. And we

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"Across the board, we justify all business travel and entertainment. We are working with IDG Travel on attaining the best airline and hotel rates. If it means stopping off in Denver to save $1,500, we do it. I encourage everyone to run his or her budget like it was their own business and money."

— John Rousseau, IDG Games Media Group

IDG WORLD U

executive Q and A

Vicki Brown

IDC's chief operating officer is this week's columnist. She may be reached at vbrown@idc.com. Part 2 of her column will appear Sept. 17.

> *"One example of an effective marketing program at IDC is our biweekly Web conferences, an awareness-building, interest-arousing, preference-building process that relies heavily on close collaboration between analysts, marketing and sales."*

Q What are your responsibilities as IDC COO?

A Broadly speaking, I lead a team of very capable professionals who market and deliver IDC's intelligence to our customers. This includes Corporate Marketing, Information Technology, Interactive Products & Services, General Services, Product Management, Publishing Services & Technologies, and Telecom. I also work closely with President & CEO **Kirk Campbell** to manage corporate communications, and with my 12 senior management colleagues in ongoing strategic planning efforts. I always tell my team that we are the "glue" between research analysts (who provide the market intelligence and advice) and the sales force (who sell our services). Without the Corporate Services and Operations teams, the company couldn't be successful!

Q What are some of the challenges involved in marketing IDC?

A Like our marketing colleagues at other companies, our biggest challenge is helping sales sell by influencing the purchase decision. Our objective is to warm up the prospect or customer before the IDC salesperson calls. Theoretically, we do this in five ways: we establish contact, generate awareness, arouse interest, build preference, and finally, make specific, revenue-producing proposals (e.g., purchase this report, engage our analysts in a consulting project).

Practically speaking, of course, the reality is that everybody else is shouting at our customers, too, and being good is not good enough — we have to be better. I'm pleased to say that our marketing professionals worldwide are very creative in developing new ways to "shout" our messages to prospects and customers. One example of an effective marketing program at IDC is our biweekly Web conferences, an awareness-building, interest-arousing, preference-building process that relies heavily on close collaboration between analysts, marketing and sales. Our Web conferences have consistently resulted in sales of targeted Continuous Intelligence Services (CIS), and have been launched in multiple research practice areas at IDC.

Besides finding new ways to create demand and generate leads, I believe our main marketing challenges at IDC are twofold: effectively differentiating and promoting our product portfolio, which consists of hundreds of discrete offerings; and collaborating and communicating with analysts and marketeers in widely dispersed geographic locations — 51 offices, 43 countries and five major time zones!

Q What is IDC doing operationally to cope with a down market?

A Though our business has slowed along with the industry downturn, we continue to see demand for the direction/advice/guidance/counsel that our analysts provide. We are also tapping into companies' budgets for certain types of "need-to-have" market intelligence that either generates leads or creates immediate demand for products or services.

It's extremely critical that IDC does everything possible to maintain strong relationships with existing customers to ensure high renewals — we all know that it costs a lot less to retain a customer than to find a new one. The fact that customers who develop a relationship, or rapport, with IDC are much more likely to remain IDC customers is good news for IDC, since we have more customer "touch points" than any of our competitors. In fact, service is a key element of IDC's brand, not to mention one of our value propositions.

For the 10th year in a row, our senior management team will meet in October with our top 85 to 100 customers worldwide at our Global Research Advisory Council. Some of our most valuable relationships are built — and solidified — at this event. We will also shortly debut a brand new Web site at idc.com that has compelling personalization features; our goal is to create a great experience for our customers.

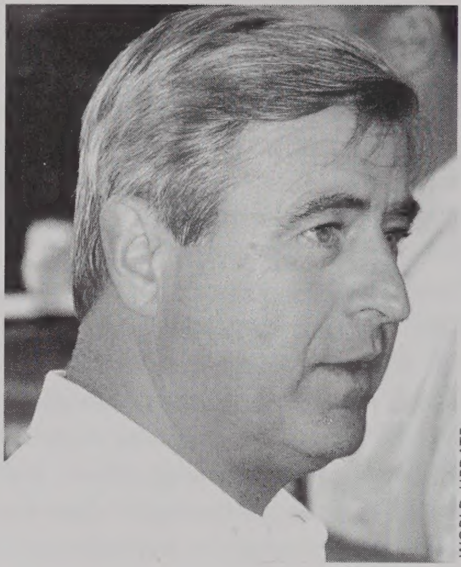
On the sales side, our Senior VP of Worldwide Sales **Don Best** and his team have undertaken several initiatives:

- A renewal program, which proactively monitors and analyzes an account's "touch points," including number of downloads, frequency of online access, direct advice from analysts, and support from both their sales person and IDC's centralized customer support center.
- A new business initiative, featuring flexible packaging and focusing on tactical needs of accounts.
- A non-renewal initiative, where we proactively telemarket reports and other value-added intelligence to them to maintain a relationship with IDC.
- A shift in resources toward areas of the business that remain strong (e.g., consulting projects among our major accounts).
- A VIP Customer Care program, to ensure that we have visibility at the management level of our client organizations.

Besides excellent customer service and strong relationships, we always maintain our commitment to quality, insight and integrity.

continued from page 2

make a point of recognizing their work through our various awards and recognition programs. That's more important than ever when times are tough.



WORLD UPDATE

"We've implemented cost-cutting initiatives including reducing our trim size, changing paper stock and the reduction of fixed costs where feasible. We are also being extremely selective in filling open positions at the moment."

— Alan Guibord, Computerworld

Crawford: It is impossible to deny the tough economic challenges that currently exist, but we have to focus on what we can control and not worry about what we can't. We're using this time to re-evaluate all aspects of our business, our focus and direction. We've been forced to return to our roots — essentially we're a products guide, and we've pulled back from some lifestyle coverage that had been introduced over the last couple of years.

The industry will turn around and we want to ensure that we are ready to take full advantage of the upswing. If you don't retain the good people then managing the business going forward will be exceptionally challenging. We're honest and forthright with our employees, we share a lot of financial information and work as a team to look for every revenue opportunity and be as efficient on costs as we can. We reward and praise wherever possible.

Edman: One of the most important things is also the simplest: communicate! We have bi-monthly company meetings where I give our San Francisco employees an honest explanation of where we are financially, what our market share is doing, and any other "News of the World" that affects them. This meeting is videotaped and sent to the remote offices. I also do a lot of walking around and chatting informally with our team. To keep our ad reps motivated, we're currently conducting a sales contest. And, once again on the communication front, we have a monthly conference call to discuss the issue we're closing along with any new sales tools, competitive scoop, etc., that may be happening.

Thibeault: We do what we do all the time — open, honest company-wide communications and celebrate the victories every chance we get.

Guibord: Motivating and maintaining staff boils down to communication. Keeping everyone informed is the best approach. We hold regular town meetings and I send out regular e-mail updates.

Rousseau: Be straight up with your team. Let them know way ahead of time that tough times are coming so there are no surprises. We had meetings in early 2000 to discuss the upcoming downturn in our market. Present realistic revenue/profit targets to your ORB and get buy-in from them. There is nothing more damaging to employee morale than to know that business is lousy and then have someone present them with a totally unrealistic plan. Point out how well we are doing financially vs. our competition at ZD and Future! While our revenues were off this year 35% we are still profitable and poised to invest in our core brands next year and still earn money for IDG's ESOP. I think it needs to be pointed out to employees that "Every year can't be an investment year!"

IDG WORLD UPDATE

"Macworld is a powerful brand in the Mac industry, the company is managed well, and we will come through the current challenges. Our competitors will not be so lucky, and I expect to see us gain additional market share going forward. The upside of a down market is you can really see which companies have solid foundations and which are run on hype."

— Colin Crawford,
Mac Publishing

***World Update:* What sorts o cost-cutting initiatives have you implemented or are you considering implementing to ensure your unit weathers**

IDG

Week of September 10, 2001

Editor-in-Chief (BioITWorld)

The Editor-in-Chief will report to the CEO and be responsible for managing the mission, direction content and design of BioITWorld both in print and online. The EIC will recruit and manage department resources-including staff and budgets- and develop content strategy in light of market conditions, including the recommendation and deployment of new products and act as a leading spokesperson/representative of the publication and website. Candidates will combine exceptional management skills with top-notch writing and editing skills. Seven to ten years' senior editorial management in print/online, along with demonstrated ability in motivating and managing teams and bringing complex projects in on deadline is required. Candidates should possess comprehensive knowledge of the high tech and/or biotech markets, industry contacts, start up experience and the foresight to anticipate and the flexibility to adapt quickly to changes in this field.

Location: Cambridge, MA (initially Framingham, Ma)
Contact: S. Brown, Email: **susan_brown@idg.com**

Publisher (BioITWorld)

The Publisher will report to the CEO and be responsible for developing, directing and communicating all advertising sales and marketing strategies for print, online, and conferences and achieving overall sales revenue objectives along with P&L oversight. The Publisher will recruit and manage department resources -including staff and budgets- and provide a strategic sense of mission to the sales force and leadership in building and maintaining working relationships both inside and outside the company. Candidates will have broad sales, marketing, editorial, circulation and production experience across many market categories, technology professional services, business to business and online. Seven to ten years' sales management experience and successful track record of growing revenues is required. Candidates must possess comprehensive knowledge of the high tech and/or biotech markets, extensive contacts in the broad IT industry, start up experience, excellent communication skills to motivate a sales team, expertise in all critical sales management techniques and the ability to deliver marketing and sales strategies and product values to highly sophisticated clients.

Location: Cambridge, MA (initially Framingham, MA)
Contact: S. Brown, Email: **susan_brown@idg.com**

Vice President Administration/Finance (BioITWorld)

The VP Administration and Finance will report to the CEO and be responsible for the overall financial management of the company. The VP Admin/Finance will manage both office facilities and accounting staff/budgets and be responsible for developing accounting policies and procedures, cash flow forecasting, budgeting and internal reporting. Candidates must be able to analyze and prepare internal/external financial and operating reports with respect to profits, trends, costs and budget compliance. Seven plus years' experience preferably in the high-tech, print/online industry. A degree in accounting, finance or business (MBA highly desirable) and a strong understanding of GAAP preferred. Candidates must possess excellent communication skills, start up experience and ability to work in a fast-paced team oriented environment.

Location: Cambridge, MA (initially Framingham, MA)
Contact: S. Brown, Email: **susan_brown@idg.com**

Manager/Director Circulation (BioITWorld)

The Manager/Director Circulation will report to the Publisher and be responsible for managing subscription marketing and renewal programs, strategic planning, budgeting, modeling, audits and comprehensive reporting. Five to seven years' experience in circulation management in a business to business environment, and BPA certification is required. Candidates must possess excellent communication skills, start-up experience (especially the ability to quickly identify and acquire relevant lists) and ability to work in a fast-paced team oriented environment, especially in working with a high sense of urgency to deliver circulation objectives.

Location: Cambridge, MA (initially Framingham, MA)
Contact: S. Brown, Email: **susan_brown@idg.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Director/VP Marketing (BioITWorld)

The Director/VP Marketing will report to the Publisher and be responsible for the marketing function of the company. The Director/VP Marketing will manage department resources-including staff and budgets- and develop all research and promotional materials, craft effective communications strategy, create and maintain all sales tools, presentations and promotional collateral, and direct all public relations activities including client events and conferences for the company. Seven+ years experience in a senior marketing management capacity is required. Candidates must possess excellent communication and presentation skills, comprehensive knowledge of the high tech and/or biotech markets, start up experience and ability to work in a fast-paced team oriented environment with a high sense of urgency in delivering quality marketing materials.

Location: Cambridge, MA (initially Framingham, MA)

Contact: S. Brown, Email: **susan_brown@idg.com**

Executive Assistant (BioITWorld)

The Executive Assistant will report to the CEO and be responsible for general administrative duties; prioritizing calls, maintaining calendar, coordinating travel arrangements, handling expense reports, contacting and scheduling meetings with high level executives and preparing presentations. Candidates must have broad experience handling administrative duties at the CEO level, preferably in a publishing high tech and/or biotech environment. Excellent written and verbal communication skills and the ability to work with confidential material is required. Candidates must be highly organized, be able to multitask and possess 5-8 years' strong office administrative skills including excellent knowledge of MS office products. Candidates must be able to work independently or within groups depending on the project. Start up experience a plus.

Location: Cambridge, MA (initially Framingham, MA)

Contact: J. Snow, **jennifer_snow@idg.com**

Director, Ad Operations (ICI)

IDG Communications is looking for a Director level professional to manage the Ad Operations Department. The position is focused on proactively implementing processes and procedures to satisfy both internal and external clients and ensures expert service in managing all aspects of online advertising campaigns across the IDG websites. The Director will be responsible for recruitment, staff development and performance. He or she will implement, maintain and evaluate systems for tracking, monitoring and analyzing solutions to streamline processes and create internal efficiencies; follow up with site contacts regularly and troubleshoot any problems as they arise; communicate and coordinate with heads of sales and operations on all site modifications that impact the ad rotation. Candidates must have minimum of 3 years in ad operations management role; excellent written and verbal communication skills; knowledge of DoubleClick DART system; ability to work in a fast-paced environment.

Location: San Francisco CA

Contact: Email: **andrew_hub@idg.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

continued from previous page

this market successfully?

Magnuson: Each department has worked hard all year to keep expenses in check. We control travel and entertainment very closely while being very careful not to miss opportunities to grow the business. We have doubled up some duties to keep from filling open positions. And we have reduced headcount, most significantly through attrition but also through a limited staff reduction.

Crawford: A very careful line-by-line analysis of all costs is ongoing. All departments of the organization have been asked to cut back and focus on the essential. We had to take the unfortunate step of reducing our staff levels by around 30%, but we did so in a way that showed respect for the individuals involved and recognized their past contributions. The mantra is ROI (return on investment). We're taking a conservative approach to investment on new projects at the moment and will move forward only on those items that seem to have a solid likelihood of success.

One specific initiative was to ask everyone to take a week's holiday following Macworld Expo in NYC — this is a fairly slow time in our industry and it helped everyone re-charge their batteries as we prepare an extra effort going into the fall.

"We have helped some companies get through these rough times by being just a little more generous. An upstart regional wireless company needs some leads to start up their business; we are happy to help out and feel certain that this will come back when they are ready to do business."

— Evilee Thibeault, Network World

IDG WORLD UPDATE

IDG WORLD UPDATE

"We have redoubled our efforts at PC World to make as many sales calls as possible and all our managers are in the field virtually all of the time. Once we get the appointment, we focus on service. Is there any particular research we could provide that might be interesting to them? Are there any new or emerging market conditions that the client or agency should be made aware of?"

— Jeff Edman, PC World

Above all, keeping a sense of humor is essential.

Rousseau: Across the board, we justify all business travel and entertainment. We are working with IDG Travel on attaining the best airline and hotel rates. If it means stopping off in Denver to save $1,500, we do it. I encourage everyone to run his or her budget like it was their own business and money. We saved close to $200,000 by taking a room at Staples Arena in Los Angeles rather then exhibiting at E3 this year. It worked out better then we ever expected, and we saved our colleagues at *GameStar* plenty of Deutsche marks also. I also suggest working with vendor partners on pricing of paper, printing, rent, etc. — even if agreements are already in place it pays to have these kind of cost-saving discussions!

Guibord: We've implemented cost-cutting initiatives including reducing our trim size, changing paper stock and the reduction of fixed costs where feasible. We are also being extremely selective in filling open positions at the moment.

Thibeault: Our expense-savings initiatives were implemented with the following guidelines: There was to be no negative impact on content or audience quality, industry visibility was to remain high and, to the extent possible, cost-cutting measures were to have minimal impact on morale. As evidenced by the responsibility and pride the NWI team displayed in reducing expenses, we believe we were hugely successful this year in achieving those goals.

***World Update:* Are there any upsides to a down market, and how do you exploit them?**

Thibeault: A difficult market like the current one presents a tremendous upside: the strong get

continued on page 6

Keeping the faith

continued from page 5

strong and the weak get weaker. The other obvious opportunity is that we all learned how to run our business more efficiently, so even though we are enduring a rather gut-wrenching year, we will all come out of this at fighting weight.

Rousseau: The only upside to a down market is how you prepare your business for the market uptick. After dealing with the difficult decisions that are needed in a down market, make it work for you when things improve. Don't start hiring people like crazy again. We launched a new bi-monthly publication "Code-Vault" with existing staff. We feel this concept will do very well, and if it goes monthly then we will add the appropriate overhead at that time. But only after we see that it's taking off. Let me tell you there are not many new publications being launched these days, but [Code-Vault represents] a niche that we can own down market or not, and we believe it's an opportunity for even greater profits for our business unit when both our market and the economy come back from the current down cycle.

> *"The other big opportunity is accessibility to key customers and prospects who, in better times, might be too busy to take our meetings. Relationships are extremely important in publishing and, ironically, down times give you a terrific opportunity to solidify them."*
>
> *— Jeff Edman, PC World*

Guibord: Down markets offer the opportunity to gain market share. We have steadily shown market share growth.

Edman: The biggest upside to a down market is that it tends to shake out the weakest competitors. In the past couple of years, we've seen *Byte*, *Windows*, *Windows Sources* and others simply pull the plug. When times get better and advertising budgets are restored there will be fewer — but better — media alternatives which should translate to a faster recovery for those who make it through. The other big opportunity is accessibility to key customers and prospects who, in better times, might be too busy to take our meetings. Relationships are extremely important in publishing and, ironically, down times give you a terrific opportunity to solidify them.

Crawford: I've experienced a number of downturns over the years. The trick is to move as quickly as you can when you see the downturn coming. The resulting pain is much, much less. Develop a culture that is realistic and understands that there will be good and bad years. Your staff will be more flexible and willing to help out in the tough times as well as enjoy the good times.

Tough times are no fun, but the staff at Macworld has been wonderful. They've maintained their focus on producing a great product and staying close to their customers, they've come up with inventive cost-saving ideas and managed to keep a smile on their faces. Macworld is a powerful brand in the Mac industry, the company is managed well, and we will come through the current challenges. Our competitors will not be so lucky, and I expect to see us gain additional market share going forward. The upside of a down market is you can really see which companies have solid foundations and which are run on hype.

***World Update:* How are you positioning yourselves now to be in the strongest possible position when the market recovers?**

Guibord: We have reduced our fixed costs, developed a strategic vision that is understood and supported by the entire team, produced several products to date that support our vision (Executive Suite, Knowledge Centers, targeted newsletters and focused events that coincide with our Knowledge Centers), and developed a more comprehensive customer presentation package that emphasizes value rather than cost. One way we do this is by furnishing customers with feedback we have recorded on their advertisements as well as any online discussions pertaining to them.

Magnuson: We will have a much lower cost base when the market comes back. We will have some exciting new products already rolled out. And we will have an even better trained staff because they have had to work hard during this period to hone their skills, whatever their role at the company.

Edman: We've cut a lot of expenses this year but have made selective investments as well. Our Web site has been redesigned, our print publication has been redesigned, and we continue to invest in more editorial pages than our competition. And, we make a lot of noise when we get good news in terms of editorial awards, readership and circulation gains, or when the national media takes note of us such as when "Dateline" did a 15-minute segment featuring our editors discussing PC repair problems. Good news from *PC World* really resonates, especially when our competitors really have nothing to respond with.

Thibeault: We are staying the course, no major changes or short-term thinking during this time. The same vision and mission that made *Network World* the No. 1 network publication and NWI the No.1 network media company is the same strategy that will keep us here. Furthermore, we compete against publicly held companies with products with overlapping missions, and it has been our pleasure to put even more distance between us and our competitors during this interesting time.

Colin: We're a lean, mean fighting machine and once the upturn happens, our bottom line is going to benefit very quickly. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Ann-Charlotte Berg *IDG Sweden*

18

John Gallant *Network World*

15

Angele Boyd-Myers *IDC*
Marianne Nichols *IDC*
Janet Glynn *IDG*
Sylvie Neuhoff *IDG France*

14

Gary Beach *CXO Media*
Susan Yanovitch *CXO Media*
Stephanie Beach *InfoWorld*

13

Hilary Smith *CXO Media*

12

Susanne Seidelhuber *IDG Austria*
Christina Ölschläger *IDG Germany*

11

Thomas Roos *IDG Sweden*
Lennart Ekner *IDG Sweden*
Merrill Walsh *IDC*
Anna Tse *IDG Hong Kong*
Maria Jose Marzal *IDG Spain*
Colleen Beattie *IDG Australia*

10

William Bernardi *IDC*
Maria Ribeiro da Costa *IDG Brazil*

9

Alyson Morales *IDC*
Antoinette May *IDC*

8

Pamela Prince *IDC*

7

Jonas Wallin *IDG Sweden*
Kathryn Grayson Marston *CXO Media*
Chris Lindquist *CXO Media*
Serena Ko *IDG Hong Kong*
Stephen Daniels *Mac Publishing*

6

Lena Messeter *IDG Sweden*
Roger Vikström *IDG Sweden*
Petra Östlings *IDG Sweden*
Suzanne McMillen *IDC*
Keith Kenner *CXO Media*
Carol Zarrow *CXO Media*
Annemiek Hamming *IDC Benelux*
John Jones *IT World Canada*

5

Peter Holmgren *IDG Sweden*
Sirpa Koponen *IDG Sweden*
Nils Holmlöv *IDG Sweden*
Jose Rodriguez *IDC*
Steven Phillips *IDC*
Bryan Donovan *IDC*
Yumiko Uchimura *IDG Japan*
Betty Amaro-White *Network World*

4

David Linder *IDG Sweden*
Per Westermark *IDG Sweden*
Warren Childs *IDC*
Noelle Bonczek *IDC*
Terri Haas *CXO Media*
Todd Datz *CXO Media*
Nancy Weil *IDG News Service*

3

Lotta Oldmark *IDG Sweden*
Pernilla Norin *IDG Sweden*
Jenny Maurin *IDG Sweden*
Lottica Fredlund *IDG Sweden*
Fredrik Arvidsson *IDG Sweden*
Jan Andersson *IDG Sweden*
Catarina Johansson *IDG Sweden*
John McNulty *IDC*
Beat Schmid *IDG Switzerland*
Katsutaka Ishibashi *IDG Japan*
Vincent Heeringa *IDG New Zealand*
J.O.S. Svendsen *IDG Denmark*
Aldis Ozols *IDG Australia*

2

Martin Roos *IDG Sweden*
Shirley Clute *IDC*
Bryan Ma *IDC*
Tammy Gilson-Hodge *IDC*
Thomas Shaw *IDC*
Michelle O'Mahoney *IDC*
Jocelyn Young *IDC*
Ernest Luk *IDG Hong Kong*
Frank Maier *IDG Germany*
Naoki Morimoto *IDG Japan*
Masako Nagae *IDG Japan*
Nikki Mandow *IDG New Zealand*
Daniel Bergsagel *IDG Denmark*
Helge Jørgensen *IDG Denmark*
Jan Hendry *IDG Denmark*
Claire-Hélène Castier *IDG France*
Eric Ruscassier *IDG France*
Ben Gerholt *IDG Australia*

1

Joakin Bergtström *IDG Sweden*
Yvonne Edenholm *IDG Sweden*
Linda Byström *IDG Sweden*
Charlotta Kjermann *IDG Sweden*
Fredrik Johansson *IDG Sweden*
Bon-Hee Nilsson *IDG Sweden*
Magnus Arnesson *IDG Sweden*
Nicklas Sjögren *IDG Sweden*
Sebastain Wohlgethan *IDG Sweden*
Diamante Axvret *IDG Sweden*
Edward Bekas *IDC*
Julia Schaefer *IDC*
Hilaire Denio *IDC*
Shabnam Sigman *IDC*
Martin Castro *IDC*
Daniel Corsetti *IDC*
Rebecca Pardo *IDC*
Wade Munson *IDC*
Kevin White *IDC*
Paul Goddard *CXO Media*
Tan Lee-Yong *IDC Singapore*
Philip Hassey *IDC Australia*
Yi Feng Song *IDC China*
Markl Michaela *IDG Austria*
Alejandro Lopez *IDG Spain*
Daniel Tejero *IDG Spain*
Josephine Teow *Computerworld Singapore*
Radiance Tan *Computerworld Malaysia*
Van Tho Nguyen *IDG Germany*
Masato Tateno *IDG Japan*
David Kendrick *InfoWorld*
Julie Wayne *InfoWorld*
Alissa Mathison *InfoWorld*
Michelle Zelsman *InfoWorld*
Melisa Beddingfield *IDG*
Timothy Johnson *Network World*
Kevin McMillen *Network World*
Klaus Nygaard Pedersen *IDG Denmark*
Lone Benneboe Bech *IDG Denmark*
Daniel Brøns *IDG Denmark*
Eric Boisser *IDG France*
Elisa Borralhinho *IDG France*
Muriel Huet *IDG France*
Susan Bell *GamePro*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

New address for IDG Hong Kong

IDG Hong Kong has moved to a different floor within its building. The new address is:

IDG Communications (HK) Ltd.
Suite 601, K. Wah Centre
191 Java Road
North Point
Hong Kong
SAR

Phone and fax remain unchanged:
Tel: +852-2861-3238
Fax: +852-2861-0953

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Natale Russo** wil have her choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* screen sweeps.

Honorable mentions

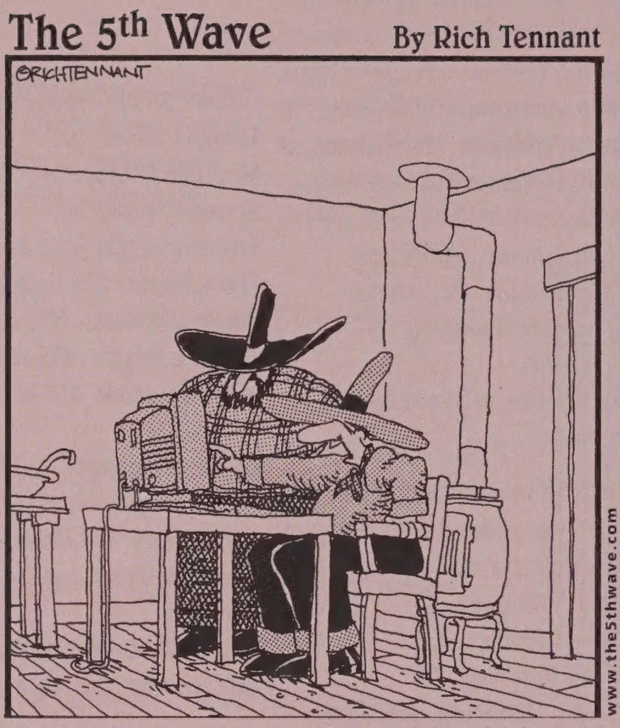
"Dang...Webcam shows another varmint pokin' 'round the silo. Hope you got the 12-gauge ready!"
Ian Lamont, *Network World*

"Kids today...I told my son to go some of his chores and he goes and puts the family ranch up for auction on eBay."
Rich Green, *IDG List Services*

"Buck, I'm gonna lasso up one of them Javascripts—I hear they make the best cup of Joe around these here parts."
Sandy Weill, *Network World*

"What did I tell ya pardner — 'Corel' and 'Draw' don't mean what they used to."
Janice Levelton, *IT World Canada*

"www.homeontherange.com is already taken. Any other bright ideas, cowboy?"
Leah Graves, CXO Media



"According to Mapquest, we should head them off at the pass."
Natale Russo, *IDG Games Media Group*

Rich Tennant's original

"Well shoot — I know the animation's moving a might too fast, but dang if I can find a 'mosey' function anywhere in the toolbox!"

CIO 100

continued from 1

tute for the Future) to John Seely Brown addressing the exponential pace of change, to Award underwriter PeopleSoft's hosted dessert reception after the black-tie awards ceremony, where guests could dance and have their tea leaves or Tarot cards read.

Saffo, one of five outside speakers who touched on leadership and creativity, claimed the "Information Age" effectively ended on Jan. 11, 2001, when AOL acquired Time Warner. He called the current era the Age of Communication. "We're crossing over from mass media to personal media," Saffo said, and cited three technologies that will most affect business and society in the future: broadband data transmission, wireless communications and inexpensive sensors.

New at this year's event were panels featuring 5-minute presentations from six representatives of winning organizations outlining their company environments and innovative strategies.

The agenda also included a presentation on security and privacy featuring representatives from the Information Sharing and Analysis Centers (ISAC). An ISAC comprises a secure data system, analytic tools, and information gathering and distribution facilities to collect reports of information on security threats, vulnerabilities, incidents, and solutions.

CIO magazine editors led seven small-group discussion sessions on such timely topics as customer relationship management and IT outsourcing.

As with any CXO Media Executive Programs event, the 15 sponsors had prominent visibility as hosts of the golf tournament, receptions and Café 100. The corporate partners also held 45-minute industry briefings to present case studies on the use of their cutting-edge technologies and services.

"The combination of a strong brand, fantastic content, superb execution, peer recognition, thought-leading vendors and a world-class hotel combined to combat the tide of travel restrictions affecting attendance and/or cancellation of so many other industry events," said **Lynda Rosenthal**, CXO Media's executive vice president and general manager of Executive Programs. " We're thrilled!"

For more details, go to http://www2.cio.com/conferences/august2001 or contact Program Development Manager **Maria Orareo** at morareo@cxo.com. WU

and finally...

The editors of *IDG World Update* would like to thank the following people who provided information and assistance for this week's issue:

Vicki Brown, *IDC*
Colin Crawford, *Mac Publishing*
Jeff Edman, *PC World*
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Maria Orareo, *CXO Media*
John Rousseau, *IDG Games Media*
Evilee Thibeault, *Network World*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff can be reached at 3 Post Office Square, 4th floor, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on at www.idgworldupdate.com.

IDG World Update

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WWW.IDGWORLDUPDATE.COM

Dear Colleagues,

In the midst of the tragedy last week many of you took the time to call or write seeking to learn if anyone with IDG was a victim. Many more of you wrote or called from around the world simply to voice your support in a time of terrible sadness.

I am relieved to tell you that based on a review of travel records by IDG Travel Services and checks with our business units, no IDG personnel were on the involved planes and none were in any of the damaged buildings.

Still, many of us have ties to the cities and institutions affected by this tragedy. On behalf of the IDG Executive Committee, our thoughts are with those who may have lost family, friends or associates.

At a moment like this it is indeed gratifying and comforting to be reminded again what a close family IDG really is. It is the strength of these personal relationships that maintains our faith in the fundamental goodness of humankind and allows us to carry on.

Kelly Conlin

Kelly Conlin
President and CEO
IDG

Pan-IDG editorial roundtable wows clients

Top editors from IDG's six U.S. product lines tackle tough questions

Conceived by IDG's New England-based Grassroots team, orchestrated by IDG Communications and fueled by six of the industry's top editors-in-chief, last month's "What's Next?" editorial panel showcased the collective power of IDG's U.S. brands while providing a valuable service to clients and strengthening their perception of IDG as an industry thought-leader.

More than 75 clients and agency representatives turned out for the two-hour briefing, which focused on helping technology marketers understand the current market conditions and what's next for the industry in order to better plan their sales and marketing initiatives. Participants on the panel included: *Computerworld* Editor-in-chief **Maryfran Johnson**, *Darwin* Editor-in-chief **Lew McCreary**, *CIO* Editor-in-chief **Abbie Lundberg**, *Network World* Editorial Director **John Gallant**, *InfoWorld* Editor-in-chief **Mike Vizard** and *PC World* Executive Editor **Harry McCracken**.

IDG WORLD UPDATE

Editors participating in last month's roundtable included from left: ***Harry McCracken, Mike Vizard, Abbie Lundberg, John Gallant, Lew McCreary*** *and* ***Maryfran Johnson.***

"We thought that after such a tough summer in this economy, the New England market needed to get together and be provided with some positive and useful information about the industry," said

continued on page 4

LinuxWorld Expo reflects maturing market for OS

The multitude of new product announcements and the enthusiasm of the broad range of 18,000 attendees and 180 exhibitors at the LinuxWorld Conference & Expo in San Francisco last month were clear signs of the Linux operating system's maturity. With the Linux's growing popularity, the four-day event, first held in March 1999, marked a shift from what was once considered a meeting place for Linux programmers to a mature marketplace for both emerging businesses and well-established companies.

IDG World Expo's LinuxWorld Conference & Expo drew 18,000 attendees to San Francisco last month.

According to recent research from IDC, the Linux market is projected to grow at a 17.9% compound annual growth rate between the years 2000 and 2005. Linux is expected to have a 38% market share by 2004 and is the fastest-growing operating system in the world.

"The continued success of LinuxWorld Conference & Expo speaks not only to the increased recognition of Linux as a respected technology platform, but also to our ongoing refinement of targeted and

continued on page 5

Computerworld Danmark celebrates 20th anniversary

A New Orleans-style jazz band played while a clown performed tricks with balloons. A juggler juggled flaming sticks, a caricature artist drew pictures of the guests and there was plenty of beer and food. All in all, Aug. 31 was not exactly a typical day at IDG Denmark.

The festivities heralded the company's 20th anniversary, which was officially Sept. 8, the day the first *Computerworld Danmark* was published in 1981. To mark the occasion, the grounds of IDG Denmark's offices outside Copenhagen were turned into a fairground for the afternoon. A large tent was erected in the parking lot and employees turned into bartenders and lottery booth attendants who welcomed more than 500 clients, sources, friends, former colleagues and press from other publications.

Instead of accepting gifts, the company asked guests to donate money for a Danish hospital specializing in the rehabilitation of patients with brain damage. IDG Denmark doubled the amount donated by the guests.

From its modest beginnings, *Computerworld Danmark* has become the country's leading IT publication and the only one to publish twice weekly. The company now has a staff of 200 employees involved in *Computerworld*, *PC World* and *IT-Branchen* (a channel title), online publishing, IT training, conferences and telemarketing.

Computerworld Denmark welcomed more than 500 clients and friends to its 20th anniversary celebration last month.

Jens Michael Damm (left), who was the editor-in-chief of Computerworld Danmark from 1983 to 1991, shared a memory or two with Managing Director ***Preben Engell*** *who originally hired him. Damm is now the editor of a regional office of a Danish daily newspaper.*

ABOVE: ***Vibeke Kloth,*** *who normally is responsible for recruitment ads in Computerworld, took a turn at manning the lottery booth.* **AT RIGHT:** ***Charlotte Andersen,*** *assistant to the editor-in-chief, was very envious of reporter* ***Torben Daarbak,*** *Computerworld, who won one of the prizes in the lottery at the party.*

PHOTOS BY TORB

A special 84-page supplement covering the 20 years of Computerworld was published on Aug. 31. It included a timeline, coverage of 20 great successes and 20 dismal failures in the computing industry and interviews with IT pioneers.

Computerworld Danmark milestones

1981: First issue is published Sept. 8. After that it is published every fortnight.

1982: In November, **Preben Engell** is hired as managing director.

1983: Jens Michael Damm becomes editor-in-chief in November.

1986: *CW Danmark* publishes weekly.

1991: Peter Hvidtfeldt follows Damm as editor-in-chief.

1993: IDG Denmark moves to its current location in a former sugar factory in Valby outside Copenhagen.

1997: Reporter **Finn Morsing** becomes editor-in-chief.

1998: The paper is published twice a week (Tuesday and Friday) from Sept. 29.

1999: *Computerworld* launches a weekly supplement covering technology issues, *Teknik & Net.*

2000: *Computerworld* begins another weekly supplement: *Dotcom*, which now is called *DotNET.*

2001: Career stories and recruitment ads are moved to the new weekly supplement *IT Job.*

executive Q and A

Vicki Brown
IDC's chief operating officer is this week's columnist. She may be reached at vbrown@idc.com. Part 1 of her column appeared Sept. 10.

"One of our most effective international teleconferences is the weekly Global IT Managers' meeting. The meeting is held over the Internet... participants review project plans, see screen shots and files selected by the meeting chair, and follow along on a virtual white board. It's changed the way we collaborate at IDC."

Q To what extent do you work with IDC business units internationally?

A Working with geographically dispersed colleagues is a big marketing challenge. It's also a big operational challenge in every area of our business. We really value input, ideas, and best practices from our colleagues around the world. Whenever possible, we take advantage of major IDC events such as the European IT Forum (http://emea.idc.com/itforum01/, taking place this week in Monaco), to meet face-to-face. We also organize cross-geography meetings, or summits, in most research practice areas and in certain functional areas, such as information technology.

In addition to these face-to-face meetings, much communication occurs via the telephone. One of our most effective international teleconferences is the weekly Global IT Managers' meeting hosted by **Mark Hall**. The meeting is held over the Internet, using PlaceWare Web conferencing software. In real-time, participants review project plans, see screen shots and files selected by the meeting chair, and follow along on a virtual white board. It's changed the way we collaborate at IDC.

Q You interrrupted your IDC career from 1993-95 to work at Sun Microsystems. Why did you return?

A Let me give you a little background on my early (first) career at IDC. I joined IDC as a senior analyst in 1985. Two factors contributed to my professional growth: 1) growth in the industry I was covering — workstations and high-performance computing, and 2) IDC's willingness to create new positions for me along the way. I was very flattered in 1990 when Axel Leblois and **Kirk Campbell** promoted me to vice president of IDC's Technical Computing Research practice. When I look back on those eight years now, I realize that IDC taught me to be customer-focused, results-oriented, and flexible.

In many ways, Sun and IDC are similar. Both companies share a high level of intellectual capital and a strong, action-oriented culture. They are also both very successful companies in their respective industries and have effectively repositioned themselves when the market changed.

I rejoined IDC for three reasons:

- Customer Focus. I like spending time on customer needs (vs. internal issues).
- Culture. I love IDC's independent, entrepreneurial culture. You can get things done here. I go home each night knowing that I personally accomplished something. That's a good feeling.
- Kirk's tenacity. I got tired of saying "no" to [President/CEO] Kirk Campbell, who very persistently recruited me back!

Q To what extent do women occupy senior management positions at IT market research firms, and how does IDC measure up?

A Some very high-profile women hold executive positions in the IT industry. Some of my personal favorites are:

- Chairman and Chief Executive Officer Carly Fiorina at Hewlett-Packard.
- Chairman of the Board, President and CEO Carol Bartz at Autodesk.
- Chief Strategy Officer and Co-Founder Kim Polese at Marimba.

While women hold 49% of managerial and professional specialty positions, they represent only 12.5% of executives, according to a research conducted by Catalyst, a nonprofit organization working to advance women in business. The good news is that there is only one industry (Trucking) with zero women executives. In fact, their study of 497 companies in 62 industries discovered seven industry segments where more than one out of five executives are women: Temporary Help (26.1%), Publishing/Printing (25.5%), Saving Institutions (22.2%), Tobacco (22.2%), Transportation Equipment (21.4%), Diversified Financials (20.2%), and Health Care (20.2%).

In the IT industry specifically, according to Catalyst, women comprise 10.2% of executives. I'm pleased to say that at IDC, three women occupy senior management positions — **Debra Bernardi**, vice president of Human Resources and Education; **Gigi Wang**, senior VP of Communications and Internet Research; and me. So at IDC, women comprise 23% of IDC's executive team — far better than the computer industry average of 10.2%. Plus, IDC has numerous female leaders at the vice president level in the U.S. and overseas.

Among IT market research firms, women hold senior management positions in four out of the top six companies. The two exceptions are Meta Group and Giga Information Group — both male bastions with not one female officer. Our other main competitors — Forrester, Gartner and Jupiter — have at least two women occupying senior management positions. Clearly IDC provides great growth opportunities for ambitious women.

Editorial roundtable

continued from page 1

> *"This event proved that with provocative and timely content from the best minds in IT journalism one need not even put up a single Powerpoint slide to keep an audience glued to every word."*
>
> *— Frank Cutitta, IDG Corporate Accounts*

Nancy Robinson, regional sales manager for InfoWorld and a member of the Grassroots team. "And we were right. We had a tremendous turnout and all of the comments I heard were very positive. People were grateful for the information and felt lucky to connect with our top editors. Our clients know these are the folks that have their fingers on the pulse of our market."

The briefing was divided roughly in half, with the first hour devoted to panelists answering a series of questions prepared by moderator Bill Laberis, former editor-in-chief of *Computerworld* and founder of Bill Laberis Associates, a media consulting firm. During the second hour, the panelists fielded questions from the audience. Among the questions posed by Laberis were the following:

- In a nutshell, what happened between last year and this one that so dramatically changed the market today?
- Is there light at the end of the tunnel? How far away is it and what must happen for things to change in a positive way?
- What are your readers' biggest concerns today? What would you emphasize if you were selling to them?
- Some companies have distinguished themselves in this slump by staying solvent and maintaining their market psotions and shareholder value. IBM, Microsoft, PeopleSoft, even Computer Associates all come to mind. Why have they succeeded where so many others have failed?

IDG WORLD UPDATE

*InfoWorld's **Mike Vizard** (third from right) answers a question from the audience. He was joined on the panel by (from left): **Harry McCracken**, **Abbie Lundberg**, **John Gallant**, **Lew McCreary** and **Maryfran Johnson**.*

IDG WORLD UPDATE

*Network World's **John Gallant** speaks with an attendee following the panel discussion.*

"I consider myself a seasoned cynic of many if not most conferences and briefings," noted IDG Senior Vice President, Corporate Accounts **Frank Cutitta**. "However, this event proved that with provocative and timely content from the best minds in IT journalism one need not even put up a single Powerpoint slide to keep an audience glued to every word. And it was apparent from client feedback — clients typically more cynical than myself — that the pan-IDG editorial briefing was much more powerful than we might realize."

"The diversity and depth of viewpoint certainly underscored the power of IDG's reach," added *Computerworld*'s Johnson. "I was also very impressed at such a large turnout on a muggy summer morning in the depths of August, which speaks to the great organizing behind the event."

According to **Catey DeBalko**, vice president, marketing at IDG Communications, who along with **Jane Benoit**, corporate trade show and events manager, coordinated the panel, the overwhelmingly positive response to the event has prompted her group to plan an additional four "What's Next?" briefings across the country for later this year. A videotape of the event will be available on IDG.com in the near future.

For more information contact Catey DeBalko at catey_debalko@idg.com.

Deadline extended!!

Calling all IDG photographers: the deadline for entering the 2002 IDG Photo Calendar Contest has been extended until Friday, Sept. 21. You may send up to two black-and-white or color photographs or slides; please no panoramic shots. Photographs cannot be returned. Please send your photos to: IDG World Update, 3 P.O. Square, 4th floor, Boston, MA 02109. First, second and third place winners will receive $250, $150 and $100 respectively. Please address any questions to world_update@idg.com.

IDG

September 17, 2001

Copy Editor (GMG)

GamePro, the leading multiplatform gaming magazine & 3rd largest male teen magazine in America, is looking for a full-time Copy Editor. Applicants should have a firm grasp of grammar and The Chicago Manual of Style, the capacity to learn quickly and handle stress, along with the ability to work rapidly and multitask. A love of video games and Macintosh proficiency is highly recommended. GamePro is located in San Francisco (SOMA). *Location: San Francisco CA*
Contact: Email: **jcotton@gamepro.com**

Advertising Operations Coordinator (ITW)

ITworld.com is looking for an Advertising Operations Coordinator to join our dynamic team. In this role you will be responsible for the efficient, timely and courteous operational support for the Broadband Interactive Marketing teams. Primary responsibilities will include the weekly production of 38 email text newsletters, implementation of audience development projects, support of advertising and billing operations and assisting account managers in achieving sales objectives. The successful candidate will possess 2-4 years of experience along with excellent multitasking skills and the ability to take ownership of projects from inception to completion. Excellent communications skills, attention to detail and strong organization skills are required. Proficiency in Microsoft Office, experience with sales contact databases are necessary. Central ad and doubleclick DART experience preferred. *Location: Southboro, MA*
Contact: K. McIsaac, Fax: **508-303-9788, Phone: 508-303-9731, Email: Jobs@ITworld.com**

Vice President-Media Technology (IGC)

The Vice President-Media Technology will have primary responsibility for developing, managing and promoting initiatives that drive the effective use of media technology throughout IDG. Responsibilities include: Seek, develop, and manage media technology relationships that provide cost saving benefits to IDG business units by leveraging IDG global reach. Evaluate IDG media technology needs and cost saving benefits to prioritize new relationship to be pursued. Develop technology evaluation process and manage task force assigned to give input to the evaluation and selection process. Evangelize best practices in the use of existing media technologies; regularly scheduled communication with the business unit contacts using the service through conference calls, training sessions, face to face meetings, and intranet content. Organize and manage any upgrades, migrations, or other significant changes that may impact the business units using the service. Provide guidance and assistance through the process to make transitions seamless. Global Web Support Center. Leverage the GWSC as the nerve center for knowledge sharing among the media technology constituencies at IDG. *Location: San Mateo CA*
Contact: L. Hess, Email: **lisa_hess@idg.com**

Publisher (IFW)

InfoWorld is seeking a Publisher to run all of InfoWorld's advertising sales areas. The successful individual will have extensive experience influencing and understanding the computer publishing industry advertisers and media community. This individual will be a proven leader, capable of providing a strategic sense of mission to the sales workforce, and ability to build and maintain working relationships both inside and outside the company. The candidate should be knowledgeable about online sales and new technologies and should have an understanding of the strategic importance of technology in driving all businesses. The ideal candidate will have broad sales, marketing, editorial, circulation and production experience across many market categories, i.e. technology, professional services, business-to-business and on-line. Will be a key member of the InfoWorld executive management team and report to the CEO/President. Requires 15 years or more publishing business experience. *Location: San Mateo CA*
Contact: S. Brown, Email: **susan_brown@idg.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

LinuxWorld

continued from page 1

compelling show content," said **Charlie Greco**, president and CEO of IDG World Expo. "In addition, the participation of well-known exhibitors such as IBM and Intel give clear indication that Linux has really reached the mainstream."

The opening keynote address was delivered by Shane Robison, CTO and senior vice president of Compaq Computer Corp., on the use of Linux throughout the enterprise. Compaq also made news with the announcement of the availability of its Linux and Tru64 UNIX Portability Kit.

Each day of the LinuxWorld Conference & Expo featured breaking news in all areas of Linux development. In addition to sponsoring the Application Showcase, which highlighted the latest advancements in application development and deployment running on the Linux operating system, IBM conducted a virtual event that extended the reach of LinuxWorld Conference & Expo to an online audience of developers across North America.

IBM's virtual event allowed 100 participants to "attend" LinuxWorld San Francisco via the Web. Through an audience advocate, connected to the Internet via a wireless wearable PC, IBM provided the audience with TV-style broadcasting while also allowing participants to pose questions to the show floor and receive answers in real time.

"As the largest and most comprehensive event dedicated to Linux and open source, LinuxWorld was the perfect venue to debut this virtual event experiment," said Ross Mauri, vice president, Server Development, IBM Server Group.

The conference component of LinuxWorld consisted of more than 54 conference sessions and 26 tutorials.

IDG World Expo's LinuxWorld event team (front, l-r): ***Kristin Gallo**, **Kathy Moran**, **Brooke Selby**, **Beth Wickenhiser**, **Annette O'Reilly**. Second row:* ***Debbie Diodati**, **Natalie Vercauteren**, **Jay Novack**, **Debbie Strauss**, **Beverly Griffith**. Third row:* ***Rob Scheschareg**, **Traci Zimmerman**, **Darrell Baker**, **Aramis Jordan**, Fourth row:* ***Rick Chamberlain**, **Colin Brown**, **John Douglas**.*

One new element of the event was an interactive portion of the linuxworldexpo.com site, the Exhibitor Search Panel and Interactive Floor Plan. To efficiently plan their expo floor visits, attendees could browse and search on exhibitors, their products and services and the industries they serve, as well as customize their own color-coded maps of the show floor.

For more information contact Director of Public Relations **Brooke Selby** at brooke_selby@idg.com or go to www.linuxworldexpo.com.

LinuxWorld goes global

IDG has added a ninth country to its lineup of LinuxWorld events worldwide with the recent announcement of LinuxWorld Conference & Expo in Dublin, slated for Nov. 23-24. In addition to Ireland and the U.S, LinuxWorld events are scheduled in China, France, Germany, Hong Kong, Japan, Malaysia, Taiwan and the U.S.

IDG World Expo presents awards during LinuxWorld

During LinuxWorld Conference & Expo, IDG World Expo announced the winners of three awards recognizing achievements by the open source community: the $25,000 IDG/Linus Torvalds Community Award, the Open Source Product Excellence Awards, and the OSDL Enterprise Achievement Award.

Linux creator Linus Torvalds and **Rob Scheschareg**, vice president of sales, marketing and product development of IDG World Expo, presented the $25,000 IDG/Linus Torvalds Community Award to the Free Standards Group for demonstrating an exceptional commitment to open source. The Free Standards Group was rewarded for its work to accelerate the use and acceptance of open source technologies through the application, development and promotion of standards.

IDG World Expo also presented the Open Source Excellence Awards in conjunction with the UniForum Association. The following awards were presented in recognition of outstanding open source products and services offered by LinuxWorld Conference & Expo exhibitors:

- Best of Show: IBM, eServer iSeries
- Best Developer Tools: NuSphere Corporation: Pro
- Best Network/Server Application: Sistina: Global File Systems Storage Clusters
- Best Embedded Linux Solutions: Trolltech
- Best Open Source Project: K Desktop Environment: KDE 2.2
- Best Productivity Application: Red Hat, Inc.: Red Hat DB
- Best System Integration Solution: Linux NetworX: ICE Cluster

The OSDL Enterprise Achievement Award, a $25,000 cash prize, was presented to Heinz Mauelshagen in recognition of his work on the Linux Logical Volume Manager (LVM). Mauelshagen is a senior engineer and team lead at Sistina Software.

STARs shine at IDG's annual summer outing

Three employees from IDG support units in Framingham, Mass., were presented with IDG Corporate Boviard STAR Awards in recognition of the outstanding Service, Teamwork and Results provided to colleagues during the past six months. The awards are presented twice yearly and honor the memory of IDG Corporate Credit Manager Jay Boviard. Employees are nominated by their peers, and all nominations are reviewed by the selection committee of ***Ted Bloom****, vice president, corporate controller and treasurer;* ***Jayne Enos****, vice president, corporate taxes; and* ***Julie Lynch****, director, Human Resources Services Division. The next awards will be presented in January, and a complete list of eligible business units and a nomination form will appear in a future issue of IDG World Update. The winners and excerpts from their nominations follow.*

IDG President & CEO ***Kelly Conlin*** *(l) and IDG Chairman* ***Pat McGovern,*** *donning luau garb to match the picnic's theme, present* ***Cydney Cotter*** *with her STAR Award.*

Cydney Cotter joined IDG's Human Resources Services Division in May 2000 as a senior human resources assistant. In May 2001, she was promoted to associate human resources representative and supports employees at IDG World Expo, IDG Corporate Support Center, IDG Travel Services, IDG List Services, IDG Research Services and IDG Asia. "What I enjoy most about my job is being able to help employees and managers — whether it's a simple benefits question or coaching them through an uncomfortable situation," said Cotter. Cotter, who has been married to husband Brian for just over a year and a half, enjoys reading, skiing and spending time with friends, family and her chocolate lab, Liby.

SARAH HANSEN PHOTOS

Shawn King *accepts his STAR Award from* ***Pat McGovern*** *and IDG VP, Corporate Controller* ***Ted Bloom****.*

"Cydney provides her clients with excellent service," read her nomination. "She has incredible follow-through, always gets the job done and does so with a smile on her face. Cydney assures that all the appropriate players are involved. She is always in a good mood and her positive personality is contagious. In addition, because Cydney supports multiple IDG business units, she always makes the time once a week to be present in our location so we get to see her and not just hear her voice on the phone."

Kevin McCluskey *accepts his STAR Award from* ***Ted Bloom, Kelly Conlin*** *and* ***Pat McGovern.***

Five-year veteran **Shawn King** began his career in IDC's Office Services Department while he was still an undergraduate at Boston's Northeastern University. After earning an associates degree in MIS, he joined IDG's Corporate Information Systems Department as an associate systems support specialist, was later promoted to systems support specialist and currently serves as senior data protection analyst. "I enjoy all the interaction I have throughout the day with all the employees in the company and the feeling I get from helping people out," King said."The best choice I ever made in my life was to join the IDG family." Outside the office, King does volunteer work with handicapped people, teaches computer classes and tries to spend any free time he may have with friends and family.

Among the accolades in Shawn's nomination: "Shawn is always available to assist in fixing a problem and is always so pleasant — no matter how frustrating the situation may be." "No matter what time of day or where he is, Shawn is always willing to help." "Shawn goes above and beyond to get the job done and done well. His call-back time is awesome. He fixes any problems immediately."

IDG Communications VP/Business Development **Kevin McCluskey** joined the company in his current role in February 2000. He is responsible for creating integrated IDG promotional packages that span all IDG business units in a variety of mediums including print, online, events, custom publishing, and IDC products. "The part of my job I enjoy most is providing custom IDG solutions for our clients," he said. "While I am meeting their needs, my position also allows me to work with many other IDG employees, all of whom bring their own very unique perspective to our company. Every day reaffirms my decision to join IDG." On the home front, McCluskey enjoys exercising, collecting and enjoying fine wine and sharing the parenting of Stephen, 6 and Mark, 3 with his wife Lynn.

"Kevin is an excellent addition to IDG," read his nomination. "He sets a great example of how to conduct oneself in a centralized business unit in a decentralized IDG. He gets his role, takes it seriously and helps us every chance he gets. Kevin never lets the challenges of dealing with all of us in a decentralized fashion get in the way of putting the best foot forward for the customer. He is proactive, responsive and understands how to get things done at IDG. He's positive and customer-oriented and does a great job for all of his accounts."

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18

Karl Koessel *PC World*
Suresh Rajon *IDG France*

17

Cheryl Crivello *Network World*

15

Michael O'Neil *IDC Canada*

14

Laurel Peddie *InfoWorld*

11

Teresa Lui *IDG Hong Kong*

10

James Duffy *Network World*

9

Rosemary Pickett *IDC*
Joyce Gillis *CXO Media*

8

Barbara Schwab *IDG*
Thomas Vahey *IDG*

5

Jeremy Draper *CXO Media*
Serge Leblal *IDG France*

4

Andrew Brandt *PC World*

3

Stephen Clifford *IDC*
Lloyd Kosh *IDC*
David Rosenbaum *CXO Media*
Alex Gleed *IDC U.K.*
Julia Ekstrom *InfoWorld*
Karen Whitman *IDG World Expo*
Régis Bazin *IDG France*

2

Kathleen Destafano *IDC*
Wesley Dotts *IDC*
Yanming Chen *IDC*
Malcolm Maclachlan *IDC*
Christopher Sullivan *IDC Canada*
Kumaran Ramanathan *IDG Global Solutions*
Toñi Herrero *IDG Spain*
Raoul le Blond *Computerworld Singapore*
Damji Zarah *IDC U.K.*
Michelle Kloss *IDG Communications*
Pauline Boyle *IDG*
Tom Mainelli *PC World*
Shawn Sadler *PC World*
Adam Rue *IDG Denmark*
Alexa Wolff *IDG France*

1

Gary Nagle *IDC*
John Farrell *IDC*
Anthony Penzarella *IDC*
Michael Hai Nguyen *IDC*
Tina Sousa *CXO Media*
Kristine Vibert *CXO Media*
Lawrence Surtees *IDC Canada*
Colin Stewart *IDG Global Solutions*
Claudia Czech *IDG Austria*
Renate Kalchgruber *IDG Austria*
Carlos Soriano *IDG Spain*
Felipe Vicente *IDG Spain*
Ray Hoskins *IDC U.K.*
Katrina Neal *PC Advisor*
Whitney Heng Kah Khiam *IDC Japan*
Franco Forte *IDG Italy*
Kaoru Harikae *IDG Japan*
Hirofumi Hikosaka *IDG Japan*
Larry Arthur *IDG Global Solutions*
Wayne Humphrey *IDG*
Joanna Atlas *IDG Global Communications*
Olivier Descamps *IDG France*
Helen Yeatman *IDG Australia*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

noteworthy people

Promotions

Account Manager **Karima Zannotti** has been promoted to senior account manager with Network World's Direct Response Advertising Group. "Karima approaches every day with an unwavering tenacity that you just can't teach," said Director of Direct Response Advertising **Richard Black**. "If there is business on the table, Karima is going to find a way to bring it to Network World." Karima was also recently named Salesperson of the Year for the Direct Response group.

Jamie Kalbach, previously sales manager for Network World Fusion, has been promoted to Director of Online Sales. "Jamie's continued commitment to online sales and his outstanding efforts in managing his sales team through a tough economic year have yielded fantastic results with NWW's fiscal 2001 online revenues exceeding FY2000," said VP Online Development **Alanna Doucette**. "Feel the thrill of victory for NWW's superior online product and sales team in a year when most dot com's have gone under!"

New employees

Receptionist **Brittainie Gibson** has joined IDG's Irvine, Calif., sales office. She was previously a sales associate at the distinctively named "This Little Piggy Wears Cotton" store in Newport Beach. Brittainie is working towards a degree in English from Orange Coast College in Costa Mesa, Calif., and enjoys making collages and the art of découpage.

IDG World Expo welcomes **Darrell Baker** as vice president, event services. He previously served as vice president, convention sales for the Greater Boston Convention & Visitors Bureau. Darrell earned a B.S. in geography with a concentration in travel and tourism, from Salem State College in Salem, Mass. A devoted ice hockey player, Darrell also enjoys home renovation projects and sea kayaking.

Sara Evangelous joins IDG Executive Forums in San Mateo, Calif., as marketing manager. She was previously worked at Red Herring as senior marketing manager and holds a B.S. in business communications from New Hampshire College in Manchester, N.H.

Et cetera

Network World Senior Account Manager **Enku Gubaie** was named Marketshare Ace for NW's Direct Response Department for the second year in a row. "Enku completely owns her territory, averaging a 44% marketshare in our competitive networking space, and many months she comes in over 50%," said Richard Black, director of Direct Response Advertising. "She is an amazing salesperson."

Zannotti

IDG WORLD UPDATE

Gibson

Baker

Gubaie

IDG WORLD UPDATE

IDG's worldwide business units respond in their own ways to the events of Sept. 11, 2001

The following items are by no means a comprehensive list but represent what the World Update staff learned about before press time on Sept. 13.

Germany

IDG Germany incorporated the following statement onto its Web sites:

"We are consternated in view of the suffering caused by the terror attacks in the USA. Our deep sympathy and our solidarity are with all American citizens, in particular with the colleagues of our mother company, the International Data Group (IDG) as well as with their families and friends. We vehemently condemn these criminal attacks on innocent people and the destruction of our social freedom."

Europe

IDG Global Solutions/EMEA forwarded an e-mail to all its staff in Europe alerting them to the day of mourning declared across Europe on Sept. 14 and encouraging them to participate in the three-minute silence beginning at 11:00 a.m. U.K. time.

U.S.

Michelle Maher, graphic design specialist for the IDG News Service, made the ribbon pins below and left them in the lunchroom for IDG International Publishing Services and InfoWorld/Boston staff. She made them with a neighbor who had phoned a colleague at the World Trade Center minutes before the disaster.

IDG WORLD UPDATE

U.S.

GamePro is adding disaster relief links to its Web site (www.gamepro.com), as well as creating a fund to assist the New York City police and firefighters.

BRIAN SMYERS

The building management at One Exeter Plaza in Boston, home of IDG's Corporate Support Center, hung this American flag in the lobby last week. IDG's office is on the 15th floor.

U.S.

The Framingham, Mass., Human Resources staff and the IDG Central Services staff in San Francisco sent e-mails to employees with information about blood donation centers in Massachusetts and California.

U.S.

Volunteer IT

On Sept. 13 Computerworld launched an online effort (www.computerworld.com) to collect information from IT organizations, companies or individuals willing to donate information technology goods and services. Thirty-five people responded in the first 30 minutes alone, and InfoWorld.com, IDG.net and ITworld.com have offered to lend additional server capacity, redirecting people to those sites via a link, should Computerworld's site get overwhelmed with responses.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this week's issue:

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Frank Cutitta, *IDG Global Accounts*
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Sarah Hansen, *IDG*
Nancy Robinson, *InfoWorld*
Brooke Selby, *IDG World Expo*
Torben Sørensen, *IDG Denmark*
Brian Smyers, *IDG*
Beth Wickenhiser, *IDG World Expo*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

IDG World Update

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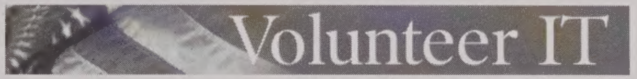
WWW.IDGWORLDUPDATE.COM

Volunteer effort channels IT community's generosity

CW employees move quickly to set up database after terrorist attacks



Just hours after the Sept. 11 terrorist attacks on the World Trade Center and the Pentagon, the IT community was mobilizing to help the people and companies affected by the disasters. In the midst of reporting on that effort, *Computerworld* staff quickly found themselves fielding the offers of assistance.

Thanks to what *Computerworld* Editor-in-chief **Maryfran Johnson** called "lots of creativity on very short notice," the staff established a Web site (www.computerworld.com/volunteer) that has collected approximately 2,000 entries offering computer hardware and software, networking and telecommunications equipment and services, consulting and other services.

Computerworld's unexpected role as an IT clearinghouse began when Features Writer **Melissa Solomon** was working on a story about IT support in the wake of the attacks. She asked Mike Lackey, president of AIT Global, an association of IT-industry professionals, if he knew of any businesses organizing a large-scale effort to offer IT support to companies in and around the World Trade Center. The next thing Solomon knew, Lackey had sent an e-mail to 2,700 members erroneously giving the impression that AIT and *Computerworld* were organizing this effort. The next morning, calls were flooding *Computerworld*'s switchboard and Solomon's line from people around the world who

continued on page 4

For more on what various IDG business units are doing to help in the relief efforts, see pages 7-8.

"I am extremely grateful and proud to be an employee of Computerworld, especially over these past several sad and devastating days. It's not everyone who can say how terrific it is to be associated with such a fine team and a fine company."

— Julia King

Network World's new design improves readability

New fonts, color palette, graphics and simplified TOC among enhancements

Networld+Interop showgoers were among the first to see *Network World*'s new look, unveiled in the Sept. 10 show issue. The goal of the design update was to refine the publication's look and make the tabloid newsweekly even easier to read and navigate, according to Editor-in-chief **John Dix**.

In the two-and-a-half years since its last redesign, "*Network World* has implemented a series of new elements and fixes, workaday changes that will eventually degrade any design. Eventually you get to a point where you need to improve multiple items and doing it through patching will probably add to your problem rather than solve it," Dix said. "Ultimately you need to grab it by both ears and give it a good twang to snap it back in line."

Doing so involves looking at everything from the banner on down, Dix said. "We changed the look of everything while striving not to change it so much that it would look like a new publication. Our goal was to freshen it up, simplify it a bit and make the publication more readable.

"We wanted to turn up the volume on page one and give our readers more of what they've come to expect from *Network World*; the news and analysis they need but in a refined, more memorable folio," Dix said. Among the page one enhancements are a scaled-up banner, bolder headlines and a cleaner look.

Other changes throughout the publication include:
- The expansion of news briefs to a full page. The page will summarize important and quirky items with additional items laced with attitude.
- New headline and body copy fonts designed to be easier on the eye, as well as an updated color palette and striking new graphics design.
- The section lineup stays the same, but the Carriers and ISP section is being renamed Service Providers for simplicity's sake.
- Consolidation of *Network World's* two table of contents to one, by incorporating content from the online table of contents into the print one, saving readers time and effort.

continued on page 5

Spam cops! Digital vigilantes shoot first, ask questions later. Innocent businesses caught in the crossfire struggle to fight back. PAGE 56.

NetworkWorld

AT&T dives into metro Ethernet

Users give HP/Compaq combo a big thumbs down

Be your own MAN

Now (above) and then (below).

NetworkWorld

TOOLING AROUND

DISNEY TAKES A RIDE ON ETHERNET

Faster 'Net growth rate raises fears about routers

Mobile security flaw delivers yet another blow to IPv6

BUMP IN THE ROAD

Holding the line on call-center sprawl

in brief newsworthy

Attendance way up at sixth annual Vietnam Computerworld Expo

The IT industry may be experiencing a down year, but you couldn't tell by the recent Vietnam Computerworld Expo. Held in Ho Chi Minh City, the trade show's sixth annual edition drew 112,000 attendees (up from 87,000 last year) to visit 193 booths of 43 international exhibitors and 54 local enterprises, up from a total of 74 exhibitors last year.

"Vietnam Computerworld Expo is definitely the biggest IT show in Vietnam," said **Tam Le**, chief representative in Vietnam for IDG World Expo/Asia, which organized last month's event with Ho Chi Minh City Computer Association and the Vietnam Chamber of Commerce and Industry, with *PC World Vietnam* as a publication sponsor. (Although IDG does not have a *Computerworld* in Vietnam, when the show was founded in 1996 the Computerworld name was chosen to reflect the broad-based IT event.)

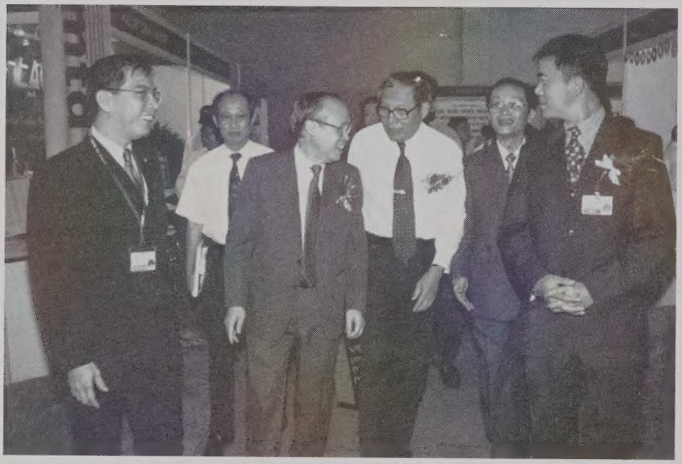
Major corporate sponsors of this year's shows ranged from Intel and IBM to Hewlett-Packard and Fuji Xerox. "The rival IT Week Software Fair, organized by Vietnam Association for Information and Processing and the Hochiminh Peoples Committee, is much smaller in terms of space, number of exhibitors and visitors," Le noted. He said the Computerworld show largely draws government officials, IT entrepreneurs and users and representatives from the banking and oil industries.

Tam said many firms had reduced their show budgets this year, and participation by telecommunications and software companies had the potential to be down. However, reducing the cost of booth space brought in more exhibitors, and the show posted profits 50% larger than last year's edition.

Vietnam Data Communications organized an Internet Party, sponsored by Intel, Cisco and local PC firms, that allowed visitors free Internet surfing. The "party" drew 10,000 young visitors during the run of the show.

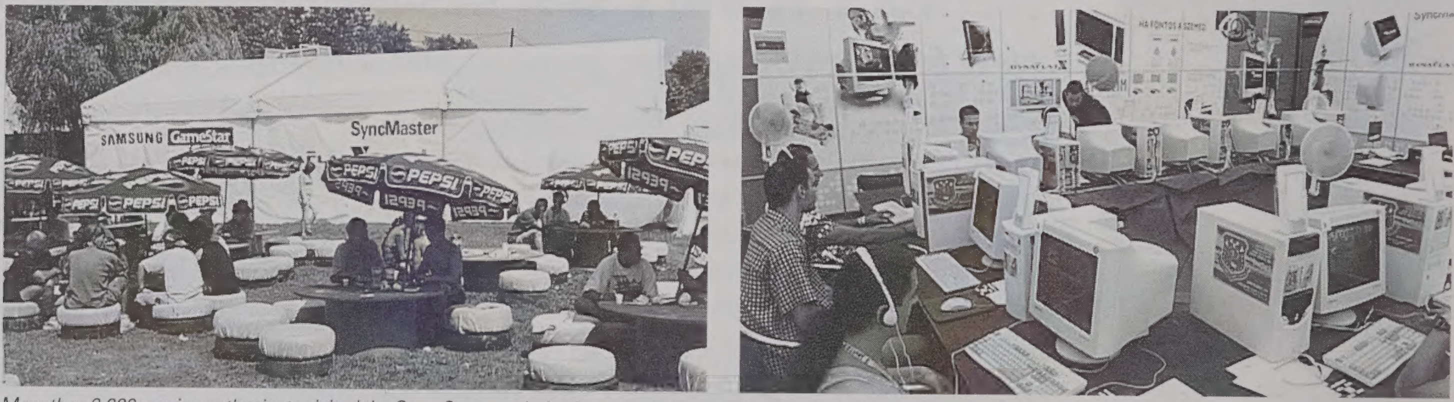
Vietnam has a population of 78 million. According to Le, 132,000 PCs were sold in Vietnam last year, and the sales outlook for 2001 is expected to be 190,000. There are currently 155,000 Internet subscribers, forecast to rise to 1.5 million by 2005. Fixed-line phone users number 2.7 million, with 780,000 mobile phone users on the market. *PC World Vietnam* has a combined circulation of 57,000 copies per month.

For more information contact Tam Le at tam_le@idgvietnam.com or go to www.idgvietnam.com.



(L-R):Touring the show floor at Vietnam Computerworld Expo are ***Tam Le****, IDG World Expo/Asia's chief representative in Vietnam; Bach Hung Khang, chairman of Vietnam Association for Information Processing; Chu Tuan Nha. minister of Science, Technology and Environment; Nguyen Ngoc Tran, National Congress member; Le Ba Quang, vice chairman of Hochiminh City Computer Association;* ***Gary Fung****, president of IDG World Expo Asia.*

IDG Hungary's *GameStar* teams up with Samsung to sponsor tent at festival



More than 2,000 gaming enthusiasts visited the GameStar tent during last month's Pepsi Sziget festival where they had a chance to try out the latest in PC games.

IDG Hungary's *GameStar* magazine was a prominent player in Central Europe's largest musical and cultural festival last month co-sponsoring the Samsung-*GameStar* Open, a seven-day games competition at the Pepsi Sziget festival in the heart of downtown Budapest.

Some 2,000 gaming enthusiasts visited the 150-sq.-meter tent to try the latest in computer games — including Quake 3, Insane, Unreal Tournament, Fifa 2001 and Rally Championship — and PCs from Samsung. Each day, visitors were invited to enter a different day-long tournament. *GameStar* editorial staff mingled with visitors and helped ensure the smooth operation of the competitions, which were played out on 13 networked PCs and a 53-inch projector allowing spectators to view the action. Winners received *GameStar* subscriptions, PC games and various gifts from Samsung.

According to **Jozsef Szigetvári**, editor-in-chief of *GameStar*, the event was very successful in raising the profile of the two-year-old monthly. "The large number of visitors gave us great visibility and it was an excellent promotional activity."

GameStar has a circulation of 19,700 and faces several local competitors including *PC Guru*, published by Vogel Publishing. In addition to *GameStar*, IDG Hungary publishes *Computerworld Számítástechnika* and *PC World*.

For more information, contact **Zoltan Telek**, special projects manager, at sam@idg.hu.

Q and A executive

Ted Bloom
IDG's vice president, corporate controller & treasurer is this week's guest columnist. He may be reached at ted_bloom@idg.com.

Terms of the trade

Asset Any item of economic value owned by an individual or corporation, especially that which could be converted to cash. Examples are cash, securities, accounts receivable, inventory, office equipment, a house, a car and other property. On a balance sheet, assets are equal to the sum of liabilities, common stock, preferred stock, and retained earnings.

Balance statement
A quantitative summary of a company's financial condition at a specific point in time, including assets, liabilities and net worth.

Financial statement
A written report that quantitatively describes the financial health of a company. Includes an income statement and a balance sheet.

Income statement
An accounting of sales, expenses and net profit for a given period.

Operating budget
An operating budget is a guideline for spending and sales for the next year. At IDG, budgets are done once at the beginning of the year and forecasts are submitted during the year to better project where the company is headed.

Q What are your responsibilities as vice president, corporate controller?

A One element of my job responsibility as corporate controller is to oversee the preparation of IDG's financial statements for both the US. companies and all wholly owned overseas operations. The audited financial statements of IDG are prepared on an annual basis and are used to show the results of the company to its shareholders, vendors, insurance companies and bankers. These people need to understand the strength of IDG's financial resources in order to establish credit for IDG, establish rates for banking services and insurance and other fees to be paid by IDG.

The U.S. statements are prepared by the Corporate Support Group in Framingham, Mass., which works with all of the individual business units in the preparation of the financial statements for all domestic subsidiaries. The financial statements of IDG's international operations are reviewed by the International Controller's office, which is based in London under the direction of **Keith Arnot**. The International Controller's office works with each of the business units outside the US. in the preparation of each of their statements.

I also oversee the financial systems and procedures of IDG, which are used to maintain the results of the company. Another important responsibility is to oversee the operating budget of each group in IDG. These budget are the backbone of the financial structure of the company, because every manager in IDG uses their budget to measure and control their operations on a continuous basis throughout the year.

Q What are your responsibilities as the treasurer of IDG?

A As treasurer, I am responsible for the managing of all the bank relationships and the investments of all of IDG's excess cash on a worldwide basis. This also requires me to keep track of the overall cash resources of IDG as we manage our various investment activities around the world. IDG investments are split into three groups: certificates of deposits, which have maturity of less than 180 days; tax-free municipals bonds, which have maturity of between three and nine years, and a portfolio of common stocks that is managed by outside investment firms. These common stock managers are supervised by IDG Vice President/Finance **Jim Ghirardi**.

I also prepare the annual financial statements for IDG, on a worldwide consolidated basis, in conjunction with IDG's auditors, Deloitte & Touche.

Q What is the Corporate Services Group and what is your role?

A The Corporate Services Group is made up of the Accounting, Finance, Tax, Credit, Office Services and IS groups, which are all based at 5 Speen Street in Framingham. These people work with the business units to develop and prepare the annual budgets and monthly and annual financial statements for each business unit. My role is to manage the operation and stay out of the way of my excellent staff, which is responsible for preparing the reports.

Q What factors do you need to consider to keep IDG financially on target?

A The major responsibility of any corporate controller and treasurer is to be able to have as many of the assets of any company as liquid as possible. As a practical matter, this is done by keeping close watch on the accounts receivable; keeping inventories low and managing the amount of fixed assets purchased to help conserve and build the cash of the company. Each year, as part of the annual budget process, every unit submits a capital expenditure plan showing that all fixed asset purchase has the sufficient return on investment to justify the capital expenditure being made.

Q What are the total assets of IDG?

A Based on our most recent audited statement of Sept. 30, 2000, the total assets of IDG were in excess of $1.1 billion, which is exclusive of any trademarks, licensing rights and equity investments. I am happy to report that over $700 million of these assets are current assets, which gives IDG one of the strongest balance sheets of any company in our industry. I don't expect the FY01 financial statements will vary significantly from the FY00 statements.

Q Who does the ESOP evaluation, how often is it done and what factors are used in valuing IDG?

A On an annual basis I work with Marshall & Stevens, the independent appraisal firm that values IDG for the ESOP. The valuation of the ESOP is based primarily on profits of IDG, revenues earned by IDG, as compared to comparable companies in similar fields to IDG.

Generosity

continued from page 1

*(L-R): Senior Editor **Rick Saia**, Feature Writer **Melissa Solomon**, Web Developer **Mark Savery**, Managing Editor/ Online **Sharon Machlis**, Editor-in-chief **Maryfran Johnson** and Associate Art Director/Online **John Brillon** were among the many Computerworld employees who responded to the outpouring of donation offers from the IT community.*

said they had heard about her volunteer effort on CNBC and wanted to help.

That's when the *CW* team sprang into action. Facilities Coordinator **Michele Westcot**, Receptionist **Kim Connor** and Administrative Assistant **Maria McGrath** juggled the incoming calls at the front desk ("They deserve a medal for their grace under fire," Solomon said) while editorial assistants **Cheryl Dudek** and **Lorraine Witzell** and Office Manager/Assistant to the Editor-in-chief **Linda Gorgone** fielded more calls at their own desks. Facilities Manager **Rick Ciliberto** worked behind the scenes to keep the phone running throughout the Thursday morning onslaught. Communities Senior Editor/Writer **Rick Saia** sifted through the messages clogging Solomon's voicemail box while Online News Editor **Ken Mingis** frantically called CNBC contacts to tell them to stop publicizing the CW number. Systems Specialist **Mike McGovern** and Help Desk Manager **Melissa McCleery** set up an automated response on Solomon's e-mail directing people to the CW site.

At that point, the *Computerworld* site had a few lines of text telling people interested in donating IT products or services to return to the site later for more details. Within two hours, the Web and IT team (Vice President/CIO **Rick Broughton**, Web Developer **Mark Savery**, Associate Web Developer **Bill Rigby**, Online Production Coordinator **David Ramel**, Associate Art Director **John Brillon**, Web Development Manager **Peter Smith**, Associate Art Director **Dave Waugh**, and Managing Editor/Online **Sharon Machlis**) set up the Volunteer IT site with a form where potential donors can categorize and describe what they have available.

Realizing that *Computerworld*'s servers could be slowed by the increased traffic to the site, Broughton enlisted InfoWorld.com, IDG.net and ITworld.com to provide server capacity if needed.

The database collected 45 responses in the first 30 minutes, and the numbers climbed from there. More than 800 had registered by the end of the day on Sept. 14, and while the pace of entries has slowed, Solomon expects donation offers will continue for the next few weeks.

Everyone's extra effort came on the busiest day of the week for *Computerworld*, right during the peak news deadline hours. "It was truly amazing to see how quickly people could pull together when it really matters," Solomon said. "Clearly, we're a news organization and we can't personally handle donor/ recipient matches on a large scale, but at least we can pass along the names we've collected to businesses and organizations that do."

Among other connections, Solomon has been in touch with and has passed on volunteers and donors to NpowerNY (www.npowerny.org), a volunteer organization that works with nonprofit organizations; The Better Business Bureau of New York and the New York State Software Industry Association. *The Silicon Alley Reporter* was trying to assist companies that needed office space, and CW's Web team did a query on the list for office space and provided a list of relevant offers. Some organizations in need have contacted Solomon directly. Landmark Education, a nonprofit, told Solomon that "we lost everything," and she sent the names of 1,500 people from the list. When she added that all the offers were free, the Landmark representative laughed in disbelief.

In the near future, the Computerworld site will post contact information of agencies that can assist with the clearinghouse effort. In the meantime, Solomon is contacting non-profit and relief agencies and some of the larger vendors that have registered with Volunteer IT and is exploring if one of them can set up a call center to handle distribution of some of the donated equipment.

CW's efforts have bolstered the spirits of the entire staff during this difficult time. "I am extremely grateful and proud to be an employee of *Computerworld*, especially over these past several sad and devastating days," said *ComputerworldROI* Executive Editor **Julia King**, one of several employees who contacted *World Update* about this story. "It's not everyone who can say how terrific it is to be associated with such a fine team and a fine company."

For more details contact Melissa Solomon at melissa_solomon@computerworld.com.

Donors of all stripes

"The calls and e-mails that came in even before we set up the database were incredible," said *Computerworld* Features Writer **Melissa Solomon**. "People volunteered to take leaves from their jobs to pitch in; Compaq put a team of people on standby to help; people offered their home computers and equipment; financially strapped startups offered copies of their software licenses; CEOs offered desks in their offices; Europeans offered to fly in to New York to volunteer as soon as they could. I got messages from college students, CIOs, an embassy worker from Costa Rica, executives from Intel, CSC and CA, and even a political strategist who's worked on presidential campaigns."

One of the donors wrote these lines in the Volunteer IT site database: "A message to the people coordinating this effort: you are doing a phenomenal job and should be proud of your efforts!"

IDG

September 24, 2001

VP Marketing (IFW)
The VP of Marketing will report to the CEO/Publisher, serve as part of the InfoWorld executive team and be responsible for the marketing function of the company. The VP of Marketing will manage department resources - including staff and budgets- and develop all promotional materials, craft effective communications strategy, create and maintain all sales tools, presentations and promotional collateral, and direct all public relations activities including client events for the company. Ten years experience in a senior marketing management capacity is required. Candidates must possess excellent communication and presentation skills, comprehensive knowledge of the computer publishing industry and ability to work in a team-oriented environment with a high sense of urgency in delivering quality marketing materials.
Location: San Mateo, CA
Contact: S. Brown, Email: **susan_brown@idg.com**

Sales Operations Manager (IFW)
InfoWorld Media Group is seeking a self directed individual to join the Sales team. The Sales Operations Manager will ensure high quality communication and responsiveness from the Publisher's office and from the Sales Operations office to InfoWorld customer and employees. This is accomplished through the management of sales reporting, compensation, training and systems. Core responsibilities include managing all sales related numbers and reports on revenue, pages and other metrics, working with the Technology Department to refine the current sales database or to coordinate the transition to a new Sales Force Automation and contact management system, and coordinating the details of all training and meetings affecting the sales organization. Successful candidate will possess 4+ years of business experience and in creating financial reports and spreadsheets. Must be skilled in Microsoft Office (Excel, Word), and familiarity with Lotus Notes, attention to detail and strong organizational skills essential.
Location: San Mateo CA
Contact: Email: **resumes@infoworld.com**

Regional Sales Manager (BioITWorld)
The Regional Sales Manager will report to the Publisher and be responsible for establishing a print, online and conference advertising base for BioITWorld, managing and training a sales associate, developing effective sales presentations, support tools and utilizing advertiser promotions. Candidates should possess comprehensive knowledge of the high tech and/or biotech markets, extensive contacts in the broad IT industry, start up experience, excellent communication skills, expertise in all critical sales management techniques and the ability to deliver marketing and sales strategies and product values to highly sophisticated clients.
Location: Cambridge, MA ***and*** *San Francisco, CA*
Contact: J. Snow, **jennifer_snow@idg.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Stranded IDGers charter bus for marathon trip from N+I

When terrorists struck New York's World Trade Center and the U.S. Pentagon Sept. 11, close to 30 members of *Network World*'s staff were in Atlanta attending day two of the Networld+Interop show. And when the Federal Aviation Administration closed all U.S. airports, it seemed that they would be stuck there.

PHOTOS BY NEIL WEINBERG

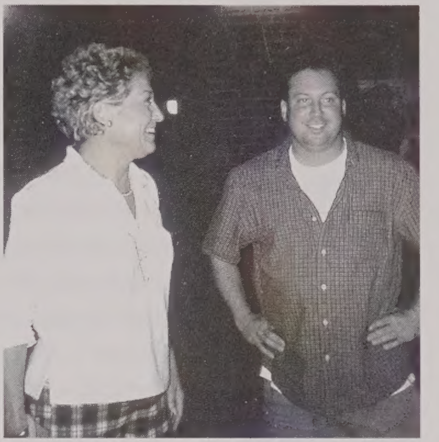
The IDG contingent arrives at Network World's Southborough, Mass., offices a little after 7 in the morning--weary, but happy to be home.

But not for long. Thanks to some quick thinking and the heroic efforts of several staff members the group — which also included staff from ITworld.com, *CIO*, *InfoWorld*, IDC and even two very grateful vendors — soon found itself settling aboard a chartered bus for the 1,100-mile drive home.

Armed with every copy of *People* magazine they could find in Atlanta and fortified with bags and bags of Doritos, Cheetos, Fig Newtons and Chips Ahoy, the group listened to southern rock music and engaged in a seemingly endless gin rummy game that stretched the length of the East Coast, a *USA Today* crossword puzzle marathon and serial video watching. "Thankfully, there was no karaoke!" joked **Wendie Larkin**, public relations manager for *Network World*. "A little before midnight, we stopped at the biggest truck stop I've ever seen," Larkin said. "Everybody was running in to recharge their cell phones and a lot of folks bought pillows and of course, more junk food."

By the time bus arrived in Southborough, Mass., some 21 long hours, several pit stops and one memorable "McMeal" later, cars and vans were waiting in the *Network World* parking lot to ferry people back to their homes.

"It was disconcerting to be away from home during that terrible time, so it was great to gang up with colleagues and share the odyssey back home," said Network World President and Editorial Director **John Gallant**. "With help from some really innovative, forward-thinking colleagues, we were able to make the best of a bad situation and have a bit of fun on the way. I certainly won't be forgetting it any time soon!"



*Above: IDG Communications' **Jane Benoit** shares a laugh with Network World's **Sean Weglage** during a rest stop. Below: ITworld.com's **Clare O'Brien** and NW's **Tim Greene** call home.*

Network World

continued from page 1

- Making the semi-regularly appearing Cool Tools column, which focuses on interesting new high-tech tools and gadgets, a weekly staple in the Technology Update section.

Underscoring its commitment to deliver breaking news and exhaustive industry coverage, *Network World* chose not to alter its tabloid format. "We chose not to scale down to the *Rolling Stone* format that many publications have adopted because they think the size difference gives them a competitive advantage over their direct competitors, all of which have made that change, and because the size helps emphasize the fact that our newspaper is just that — a news-driven product devoted to breaking stories on new network products and services," Dix said.

Network World commissioned Tom Bentkowski, proprietor of Tom Bentkowski Inc, an editorial design consulting firm in New York, to update *Network World*'s design. Bentkowski's work has been cited by the American Institute of Graphic Arts, The Art Directors Club of New York, and The Society of Publication Designers, as well as by *Graphis*, *Print*, and *Art Direction* magazines. During his tenure at *TIME* and *LIFE*, each magazine won the National Magazine Award for Design. More recently, he has developed a new magazine for the National Geographic Society called *Adventure*. He has served as a consultant for notable publications such as *The Atlantic Monthly*, *The New York Times* and *The Saturday Review*.

noteworthy people

Piper

IDG WORLD UPDATE

Godbout

BRIAN SMYERS

Sim

Promotions

IDG Communications' Vice President of Business Development **Pamela Rock** has been promoted to senior worldwide account director, working on IBM. "Pamela will concentrate on our largest worldwide customer – IBM," said **Joan Kelly**, IDG Communications president. "Because this is an awesome task and an increase in responsibility we will be looking to find a VP of business development to work on the other accounts that Pamela is currently responsible for, including Worldcom, Intel and SAP."

James Piper, IDG Communications vice president of Interactive Sales, has been promoted to National Director of the Interactive Sales Group. "With his dedication to his role and his intense quest to grow both the business and the people who work with him, James has demonstrated an eagerness to make everything work better," said Joan Kelly, IDG Communications president. "While this sounds simple, it's probably the most profound ambition."

New employees

Corporate Communications Specialist **Sarah Godbout** has joined the IDG Corporate Support Center in Boston. She was recently public relations associate for Boston University's Office of Public Relations. Sarah earned a B.S. in public relations from B.U. and is currently enrolled in the M.B.A. program at B.U.'s School of Management. She enjoys snowboarding and running, finishing this year's Boston Marathon in just over four-and-a-half hours.

Transfers

Stephanie Sim, formerly a senior reporter at *Computerworld Hong Kong*, has joined the IDG News Service as Hong Kong correspondent. A native of Singapore who is fluent in Mandarin Chinese, Stephanie earned a B.A. in broadcast journalism from Marquette University in Milwaukee, Wisc. A veteran traveler, she enjoys scenic hikes and most sea sports.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

12
John St. Martin *IDC*

11
Dick Denechaud *IDC*

10
Carraneo Simona *IDG Italy*

9
Donna Silva *IDC*

8
Chris Jarmul *IDC*
David Weldon *Computerworld*
Carol Lasker *Network World*

7
Patricia Duhl *IDC*
Rob Octavio *PC World*

6
John Daly *IDC*
Yolanda Scott *IDG Spain*
Sara Culley *Mac Publishing*

5
Daniel Verton *Computerworld*

4
D.H. Oh *IDC*
Barbara Hall *IDC Canada*
Tanya Braitchouk *IDC U.K.*
Jun Kawahara *IDG Japan*
Jennifer McKean *IDG Research Services*
Laura Wilkinson *IDG Recruitment Solutions*

3
John Shirley *IDC*
Robert Sullivan *IDC*
Joanne Wagner *ITworld.com*
Tamara Plakalo *IDG Australia*

2
Maia Benson *IDC*
Brian Burke *IDC*
Rekha McCarthy *IDC*
Karen Zirpola *CXO Media*
Rajnish Arora *IDC Singapore*
Doug Dinely *InfoWorld*
Paul Tolungamaka *IDG New Zealand*
Kevin Gilligan *Network World*
Paul Martilla *IDG Australia*

1
Tom Schwieters *IDC*
Amy Wrenn *IDC*
Fred Coburn *IDC*
Javier Pulido *IDG Spain*
Francisco Nuñez *IDG Spain*
Simon Shepherd *IDC U.K.*
Gary Streng *InfoWorld*
Ellen Tressler *IDG*
Ingrid Paulson *IDG.net*
Sara Peterson *IDG*
Belinda Navarrete *IDG Executive Forums*
Nathalie Costa *IDG France*
Gwenaël Le Bris *IDG France*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

CIO & CEO Conference
Oct. 8-9
Hong Kong Convention & Exhibition Center
Hong Kong
www.idgexpoasia.com

Integrate Tokyo 2001
An IDG Japan event
Oct. 9-11
Meiji Kinenkan
Tokyo
www.idg.co.jp/expo

Digital Economy Summit
(Sponsored by Digital Fortune magazine)
Oct. 10-11
Shenzhen Shangri-La Hotel
Shenzhen, China
www.idgexpoasia.com

ComNet Shenzhen
(in conjunction with China Hi-Tech Fair)
Oct. 12-17
Shenzhen, China
www.idgexpoasia.com

IDC's Global Research Advisory Council
Oct. 14-16
Palm Springs, Calif.
Contact: **Sandra Kowalski**
skowalski@idc.com

PC World Latin American Awards Gala
Oct. 12
The Biltmore Hotel
Coral Gables, Fla.
www.pcwla.com
Contact: **Maggie Cejas**
margaret_cejas@idg.com

Agenda 2002
Oct. 13-17
The Phoenician
Scottsdale, Ariz.
www.idgexecforums.com/agenda/

CIO Perspectives @ 25
Different Voice, Shared Visions: Getting Alignment Right
Oct. 14-16
Rancho Mirage, Calif.
www2.cio.com/conferences/october2001/

IDG business units rally to aid relief efforts

IDC selects two funds for U.S., international employees to support

IDC is coordinating a collection for two funds set up to assist the families of victims of the terrorist attack against the World Trade Center earlier this month. The two funds are The TJX Family Memorial Trust Fund and the New York Firefighters 9-11 Disaster Relief Fund.

Seven employees from IDC's Framingham, Mass., neighbor, TJX, were aboard American Airlines Flight #11. Those employees leave behind family members that need both financial and emotional support. Many IDC employees knew these seven women personally and indicated a strong desire to help out those affected so close to home.

The TJX Companies, Inc. has established The TJX Family Memorial Trust Fund for the survivors of the seven TJX associates. All money received by the trust will be divided into seven equal portions and distributed to the appropriate surviving family members on or before March 31, 2002. For more information, please visit www.tjx.com.

The International Association of Firefighters (IAFF) has established The New York Firefighters 9-11 Disaster Relief Fund to collect and ensure the proper distribution of financial contributions to the families of those lost in the World Trade Center disaster. All of the money collected will be given to the families of the firefighters and EMS personnel killed in the disaster. This fund is the only fund officially endorsed by the IAFF and the Executive Boards of IAFF Locals 94 (FDNY Fire Fighters) and 854 (FDNY Fire Officers).

IDC will match, independent of the Matching Gifts Program, all money collected from IDC employees for these two organizations. For these two funds, no matching gift form is needed. IDC will gladly accept donations from other IDG employees throughout the world but cannot match those donations.

How to donate:

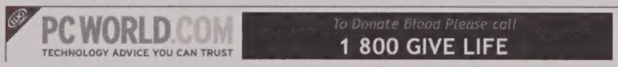
(In the U.S.)
1) Make a check out to the fund of your choice: The TJX Family Memorial Trust Fund or New York Firefighters 9-11 Disaster Relief Fund.
2) Mail it to **Leslie Bachand** in Human Resources, 5 Speen St. Framingham, MA 01701.
3) Please have all checks to Human Resources by Oct. 11.

(Internationally)
IDC country managers have designated a central contact person at each office who will collect donations until Oct. 11. Checks should be made out to the individual IDC business unit and given to the contact person for deposit to the business unit's bank account. IDC U.S. will invoice participating business units for the amount collected and consolidate all checks into one IDC check for each fund.

PC World, IDG, IDG Communications do their part

(Note: this page represents just a partial list of the charitable efforts going on at IDG units in the U.S.)

PCWorld.com is donating one million 468x60 ad banner impressions to the Red Cross so it can run ad messages and services throughout PCWorld.com (online audience of more than 1.7 million monthly visitors) in order to extend exposure to promote Red Cross services, volunteers and donations.



Alongside Oreo cookies and doughnuts, buckets to collect donations for the American Red Cross were placed at five locations within IDG's 5 Speen Street office in Framingham last week. In addition to contributions from the Corporate Services Group and Human Resources staff onsite, employees from some of IDG's regional offices throughout the U.S. have also sent checks. Bookkeeper **Jane Jordan**, Credit Senior Administrator **Michelle Chase**, Executive Assistant **Norma Charles**, Trademark Paralegal **Kerri Grenache** and HR Manager **Alana Jones** organized the effort; close to $500 in cash and checks had been raised at press time. Accounts Payable Supervisor **Barbara Duphily** will be bringing the collection to her local bank, which has pledged to match the cash amount (in excess of $200).

IDG's Corporate Support Center in Boston is making a donation to *The New York Times*' 9-11 Neediest Fund fund on behalf of all IDG employees.

IDG Communications is canceling this quarter's "Vacation Around the World" contest for media planners and will instead donate the money that would have been spent on a trip for two ($7,000) to the United Way/NY Assistance Fund.

Network World embarks on three-part plan

- Network World's editorial team has created an extensive list of organizations to which readers can contribute their time, money and expertise. This list is online at www.nwfusion.com/news/2001/0912resources.html.
- Network World will be contributing $5,000 to the United Way's September 11th Fund, matching that amount of reader donations. To learn more about the fund, which was set up to help victims' families, go to http://september11fund.org/epledge/sept11.cfm. Network World will inform readers about the matching fund effort on the resource page listed above and direct people to that resource page via Fusion, print notices and e-mail newsletters.
- The HR department will be organizing a blood drive at the company's Southborough, Mass., office in the next few weeks. Much of the nation's blood stock has been shipped to New York and Washington, D.C., and local organizations are in dire need of replenishing their own supplies.

InfoWorld reaches out to CTOs

Two weeks ago InfoWorld CTO **Chad Dickerson** created the "CTO Crisis Reponse" mailing list for InfoWorld's CTO Network, an invitation-only group of 100 CTOs.

Among the ideas being discussed: 1) assigning one of the CTOs as a resource for any business affected by the attacks, 2) making technology recommendations to the government, and implementing them, to battle terrorism, and 3) urging vendors to use their available resources to help those in need. For details contact Dickerson at chad_dickerson@infoworld.com.

IDC sales group turns adversity into show of compassion

Cross-country car ride nets more $6,500 to aid victims of terrorist attacks

Thanks to some creative thinking, a generous dose of good humor and many caring members of the IDC sales organization, an arduous cross-country drive became instead the catalyst for a brief diversion from the tragic events of Sept. 11 and an impressive financial contribution to relief efforts on behalf of victims' families.

On the morning of Tuesday, Sept. 11, IDC Senior VP of Worldwide Sales **Don Best**, Group VP of Sales **Michael Deutsch** and Director of Sales **Carla Nash** were in Santa Clara, Calif., visiting customers and training the local sales staff on the new IDC Pricing and Packaging model. Determined to get home to their families despite the shutdown of all U.S. airports following the terrorist attacks in New York, Virginia and Pennsylvania, the three decided to rent a car and drive the more than 3,000 miles home.

Amused colleagues on the West Coast first began placing bets on how long it would be till someone was voted out of the car. Meanwhile back on the East Coast, colleagues got wind of the undertaking and proposed co-workers pledge money for every mile to be driven by the trio.

Noting that "a penny a mile would total about $30 and would be a great show of support for the relief effort as well as of our fellow colleagues," the e-mail message announcing "A Pledge for Relief" signaled the start of an outpouring of support among the sales staff. Donations began flowing in with many people sending the suggested $30, though sticklers for accuracy sent checks for $31.16 and many sent significantly more.

Ruth Sager, sales administration manager in IDC's Red Bank, N.J., office, issued regular updates via e-mail on the threesome's progress across the country. By the time they arrived safe and sound in New Jersey, 60 people had contributed $3,287.32, all of which is being matched by IDC for a total of $6,574.64. The money is being turned over to the two funds for which IDC is coordinating collections: The TJX Family memorial Trust Fund and the New York Firefighters 9-11 Disaster Relief Fund.

***Don Best** checks in with the office before settling in for his four-hour sleep shift.*

*Next, it's **Carla Nash**'s turn for a backseat nap after a quick check in with the office.*

***Michael Deutsch** takes a turn at the wheel.*

Just before running off to visit his chiropractor, Don Best filed this final report:

Passengers: Don Best, Michael Deutsch, and Carla Nash
Vehicle: 2002 Buick, 4-door, beige
Start: Santa Clara Marriott
Finish: Newark Airport in New Jersey
Route: Interstate 80, coast-to-coast
Total mileage: 3,116 miles
Time: 44 hours
Average speed: 70.8 mph (including all stops)
Division of labor: Rotation of three drivers in four-hour shifts (four hours driving, four hours sleeping, four hours navigating)
Average duration of breaks: 10 minutes
Stops: Lovelock, Nev.; Reno, Nev.; Wendover, Utah; Wamsutter, Wyo.; Cheyenne, Wyo.; Kearney, Neb.; Des Moines, Iowa; Geneseo, Ill.; Gary, Ind.; Sandusky, Ohio; Williamsport, Pa.; Delaware Water Gap, N.J.; Newark, N.J.
Number of times someone was kicked out of the car: None
Number of arguments: None
Newest experience for Michael: Truck stops
Newest experience for Carla: Not sleeping
Newest experience for Don: Wendy's Hamburgers
Consensus: "It was an experience, we're glad we did it, but we never want to do it again!" WU

and *finally.*

The *World Update* editors would like to thank the people who provided assistance this week:

John Brillon, *Computerworld*
Bill Casey, *IDC*
John Dix, *Network World*
Agnes Hejjas, *IDG Hungary*
Maryfran Johnson, *CW*
Donna Kirkey, *Network World*
Wendie Larkin, *Network World*
Ruth Sager, *IDC*
Melissa Solomon, *CW*
David Waugh, *CW*
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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on at www.idgworldupdate.com.

IDG WorldUpdate

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WWW.IDGWORLDUPDATE.COM

InfoWorld Mexico makes high-profile debut

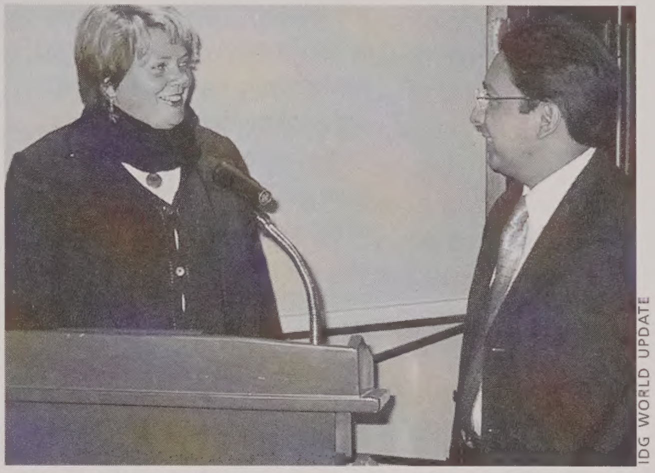
LA BIOMETRÍA EN ACCIÓN
InfoWorld
MÉXICO
NACE UN NUEVO ESTRATEGA EN TI
Hacia la e-organización

InfoWorld Mexico is being published by IDG's Mexican licensee Ediworld S.A., which also publishes PC World Mexico.

Determined to show advertisers that *InfoWorld Mexico* will be a long-lasting player in the market, the staff of licensee Ediworld S.A. hosted an elegant launch party for its newest title last month.

InfoWorld Editor and Publisher **Ricardo Castro**, who also oversees *PC World Mexico*, welcomed more than 200 customers at the Four Seasons Hotel in Mexico City. The guests heard presentations from a variety of IDG representatives. International Publishing Services President & CEO **David Hill** gave an overview of IDG. *PC World* Latin America Publisher **Trino Ramos** outlined IDG's Latin American presence. *InfoWorld* U.S. Editor **Kate McLucas** described the *InfoWorld* product line and its audience, and IDC Mexico General Manager **Ricardo Zermeño** profiled the Mexican IT market.

The following morning, the same group – with IPS Vice President/Licensing **Tim Clarke** substituting for Hill – repeated their presentations for a larger-than-expected group representing PR firms.


IDG WORLD UPDATE

InfoWorld U.S. Editor ***Kate McLucas*** *talks to InfoWorld Mexico Editor and Publisher* ***Ricardo Castro*** *during the launch party in Mexico City last month.*

InfoWorld Mexico's most immediate challenge is to

continued on page 2

Encouraging success on a shoestring

Managers share low-cost ways to reward, recognize and motivate employees

In today's challenging work environment, where so many are being asked to do more with less, recognizing and rewarding employees who not only rise to the challenge but go beyond it is more important than ever. But given the tighter belts business units are wearing these days, money for the traditional reward — the time-honored bonus — may be in short supply. And while money can be a great motivator — who ever turned down extra cash? — managers have at their disposal a wide array of creative ways to motivate, recognize and reward employees that are low on cost but high on results. *IDG World Update* asked managers around the company to share their best ideas:

Inside: Good News! notes, Bocce tournaments and training

As part of our continual effort to motivate reporters, we noticed a while ago that online writing wasn't getting as much feedback from editors as print stories. We've instituted a few practices to change that. Each week editors try to analyze how we might have scooped someone online, cite particularly good stories and send e-mails praising staff. Also we do a weekly e-mail for editorial staff on how many hits each story has received. We create a "Top 10" list; often people's stories receive hits a week or two later and they feel good that their story has a long shelf life. The list is quantifiable evidence of the stories' value and shows reporters that online visitors are reading their copy.
— Carolyn April, East Coast news editor, InfoWorld

For our San Francisco employees, we offer tickets to the Giants at beautiful PacBell Park. We currently have a contest in place for our sales team whereby if their region achieves a specified revenue goal and the magazine does too, they'll earn a trip to next year's PC World Global Product Line Meeting.
— Bob Ostrow, publisher, PC World

In order to increase motivation and job quality and

continued on page 4

And the winners are...

See page 6 for a list of the 12 winners and 12 runners-up in the 2002 employee photo calendar contest.

in brief newsworthy

CXO's Joe Levy adds top spot at *Computerworld* to responsibilities

Alan Guibord, most recently president and CEO of Computerworld, has accepted an assignment to write a business plan for a new IDG business unit that will enhance IDG's participation in the IT advisory services market by identifying innovative products and a compelling business model for this market. Taking Guibord's place as CEO at Computerworld effective today will be **Joe Levy**, who will continue his role as CEO at CXO Media. Levy also served as CEO of Computerworld during FY00.

"Given Joe's familiarity with the business unit and the enterprise publishing market, we know this will be a seamless transition," said IDG President & CEO **Kelly Conlin**. "Importantly, the collaboraction initiatives that have taken place between *Computerworld* and *InfoWorld* these last months will continue unabated; indeed, we expect many more good things to come from these efforts." WU

Industry Standard assets purchased by IDG, AOL Time Warner

Last week the assets of *The Industry Standard* were auctioned in a San Francisco court. AOL Time Warner bought the paid subscriber file and unfulfilled subscription liability of the publication, while IDG purchased the controlled subscriber file of the publication and the e-mail subscriber file of the electronic newsletters

"Since these files were developed through extensive use of the proprietary databases from other IDG publications, it was not in the best interest of our publications to have this subscriber database outside the company," said IDG President & CEO **Kelly Conlin**. "In addition, various IDG business units outside the U.S. continue to use the *Industry Standard* brand. IDG has no plans to restart the publication in the U.S. market." WU

Computerworld, PCW continue to assist with Sept. 11 relief efforts

Computerworld's Volunteer IT initiative (www.computerworld.com/volunteer) to connect IT professionals and companies with businesses affected by the World Trade Center disaster has more than 2,500 people registered (see *IDG World Update*, Sept. 24, 2001). Features Writer **Melissa Solomon** said two organizations have offered to create a portal site and a call center to screen businesses in need and match them with the offers that have come in through Volunteer IT. Solomon is working with Computer Associates and the team of the Better Business Bureau of New York/New York City Partnership to coordinate both offers and create a single clearinghouse.

PC World.com is assisting eBay's attempt to raise $100 million for the 9/11 Disaster Relief Fund by donating 500,000 468x60 banner impressions to promote the eBay effort. WU

JavaWorld.com introduces redesign, variety of enhancements

The five-year-old JavaWorld.com site recently unveiled a redesign that includes significant enhancements to improve navigation, expand search capabilities and increase access to archived information.

The redesigned site features Google's enhanced search functionality, allowing JavaWorld.com users to obtain quality, targeted information more quickly and efficiently. In addition, a more robust archival system has been added as well as a new "Topical Index" featuring five top-level Java topics. JavaWorld.com now features an unmatched archival database that dates back to its launch, offering tutorials, tips and reviews that are as relevant and useful to technical teams today as when they were first developed.

Widely recognized as the premier online resource for the global Java community, JavaWorld.com, reaches more than 400,000 users and 100,000 targeted e-mail newsletter subscribers monthly.

Consistent with IDG's goal of serving the distinct needs of individual, highly defined technology audiences, JavaWorld.com reaches high-level decision-makers looking for the latest Java enterprise applications and development products. Articles feature live applets, cut-and-paste code and the opportunity for community feedback and dialogue through comment fields and Internet surveys.

For more details contact JavaWorld.com Editor-in-chief **Carolyn Wong** at carolyn_wong@javaworld.com. WU

InfoWorld

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gain the confidence of advertisers, who have seen eight other IT titles in the country fail after just a couple of issues. All of the presenters at the launch events emphasized the various resources that will be available to *InfoWorld Mexico* through its IDG ties (access to the IDG News Service, the CW/IW Global Product Support Center, ad sales through IDG Global Solutions, etc.), giving the title more staying power than its failed competitors.

Castro has made good use of the resources he has in place for *PC World Mexico*, thus keeping costs low. Just three new staff members have been hired for *InfoWorld Mexico*, and three to four ad pages per issue for the fortnightly will be breakeven. The staff is steadily building the controlled circulation list and aims for 7,500 subscribers by the end of October and 15,000 by the end of next year.

For more information contact Ricardo Castro at ricastro@iworld.com.mx or go to www.iworld.com.mx. WU

executive Q and A

Julie Lynch
The director of IDG's Human Resources Services Division is this week's guest columnist. She may be reached at julie_lynch@idg.com.

> *"You could pay someone a substantial salary and recognize extra work with bonuses till the cows come home but if they hate the work, no one appreciates them, and the environment is poor, the fact is they'll be looking for another opportunity."*

Q What is the best motivator? Is it money?

A If you had a conversation with each of the people reading this article you'd find a different answer. Think about the hardest thing you ever did. What motivated you in that situation? For many people, the answer may indeed be money. For many others it could be status, recognition of having done a quality job, the potential for greater responsibility, a sense of having contributed to society or having upheld a principle.

In very general terms, if an individual's basic income and protection needs are met, then other more complex motivators like job content and recognition start to take on more importance.

Q What are the pros and cons of using money as a reward/motivator?

A Money in the form of a salary or hourly rate is our reward for meeting the expectations of the job. For going above and beyond or for taking on increased responsibility, you'd be hard pressed to find someone who would turn down a bonus or a salary increase. That's the pro. On the flip side, you could pay someone a substantial salary and recognize extra work with bonuses till the cows come home but if they hate the work, no one appreciates them, and the environment is poor, the fact is they'll be looking for another opportunity. That's the con. Most employers can pay for work performed but only a select few can pay for work performed *and* provide the benefits and work experience that make people feel good about their jobs and themselves.

Q I know that it is best to match motivators/rewards to an individual's preference, but how realistic is it that a manager can do that? Do you have tips for doing so?

A I stopped in to pick up my mail one day and found a slip of paper that entitled me to five lunches downstairs at our cafeteria. It turns out, our manager had arranged for each of us in the department to get this "free lunch." She'd noticed that we were all coming in early, staying late and working through lunch and she wanted to 1) recognize the hard work and 2) motivate us to take a break, spend time for ourselves and reconnect as a team. This is a perfect example of how managers can pay attention to what's going on with their staff and respond accordingly.

Get to know your staff. Do they have pets? Go to the movies? Enjoy a special dinner out? Do charity work? Then gift certificates for pet grooming, movie tickets, a restaurant review magazine or a few hours off to do charity work can be well worth the time if it's in recognition of going above and beyond.

Q Why is it important to pay attention to this whole area of recognizing/rewarding employees?

A In short, it's why people stay. The coming year will be a challenging one for everyone. People are being asked to do more with less and that's going to have an impact on the way people feel about their jobs. At IDG, one of the most striking things to me when I joined was the caliber of people. At a time when we will be asking more and more of ourselves, it will be critical to let all our talented people know what a difference their commitment makes.

Q In your experience, do most managers do enough in this area?

A It's a challenging area of management. At IDG, like most companies these days, managers are hands on, doing the work of the business along side their team. Long gone are the days that a manager only managed. The important question is do your employees think you're doing enough in this area. The best and easiest way to find out is to ask them and get some insight into what you can do to enhance your current practices.

Q Do you have examples of any particularly useful and effective motivators or reward programs? Most unusual?

A Reward programs can be based on length of service, spot performance rewards, peer recognition and many other accomplishments and can range from earning a special parking spot to having the president of the company wash your car to receiving a singing telegram. Rewards and motivators need not involve money to have an impact and little things can mean a lot. Just the fact that a manager has noticed, recognized and applauded an employee's achievements can be motivating.

Some examples of no-cost motivators are: a quick note or e-mail thanking them for recent accomplishments, an invitation to have lunch with the president, public recognition in a staff meeting or perhaps extra time off. Managers may also want to check out Bob Nelson's book *1001 Ways to Reward Employees* for other creative ideas.

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More tips from HR

IDG's Human Resources staff can be a great source of ideas for creating a positive work environment that encourages employees to excel. Below are a few of those ideas.

- Create a calendar with photos of all your employees and display in a prominent location.
- Present small, pre-made cards to employees inviting them to "Take a long lunch" or "Leave early, you've earned it."

- Send a hand-written note of thanks to the person's home.
- Leave a voicemail for someone complimenting his or her hard work.
- Post a thank you note on a team member's office door, cubicle or computer.
- Give an employee time off to participate in a community service project.
- Recognize an employee or team with a feature in *IDG World Update.*
- Praise people in front of others.
- Provide the employee with more responsibility; involve him or her to a greater depth/scope.
- Send the employee an e-mail and copy the department manager and/or company president.
- Take the employee to lunch.

Success

continued from page 1

to retain my staff, I implemented the four-day work week. At the end of each month, each employee may submit a four-day work-week request with their preferred "off-days" and two alternates for each week of the following month. Looking at all of the requests and deadlines we have for the upcoming month, I post the schedule and most of the time, employees get their preferred days. This way, when a person has an appointment, wants to go skiing midweek or just wants to be home a day, they can do so without having to take vacation days. If an employee is on the four-day work week, they need to work 9.5 hours plus lunch. This seems to make my staff happy and so far, we've had no departures.

— ***Ulrike Diehlmann****, director, PC World Test Center*

We focus on structuring each individual's responsibilities and schedule to provide a proper work/life balance. For some that might be a four-day work week or flexible hours to avoid a terrible commute. For others that might be time off on a regular basis to spend time at their child's school. We stress that satisfaction with their life outside of work as important to us as their satisfaction with their life on the job. We also offer a "Customer Care Bonus" which, while not low-cost, is a great motivator. A $500 bonus check is issued to staff members who receive unsolicited compliments from one of our customers, submitted to me.

— ***Jeff DeBalko****, president & CEO, IDG Global Communications*

We set aside one covered parking space for our employee of the month. Each employee in Miami submits nominations to the previous month's winner who announces the votes and the comments made during a monthly Friday group lunch.

— ***Eric Prothero****, vice president, IDC Latin America*

Recently things here have been as tough as elsewhere, and I got the feeling everyone was a bit down. I decided to host a party at my house during a weekday afternoon in August. We had a barbecue and IDG provided wine, beer and food for 40 people for under $600. Everyone had a great afternoon and really appreciated it. My house and garden survived, too! It was a great opportunity for everyone to have some fun on the company while spending time with their colleagues and getting to know each other better across departments. In addition, managers here regularly take their teams to lunch for informal discussions combined with some fun and relaxed team interaction.

— ***Guy Eaton****, publisher, Macworld U.K., Digit U.K.*

IDC Canada employees take a break at the company foosball table. (Clockwise from left): ***Jacquie McLean****,* ***Michael Howe****,* ***Michael Hyjek*** *and* ***Paul Edwards****.*

We periodically give away theater tickets, dinner vouchers and IDC-branded shirts and sweatshirts at our regular Monday morning and corporate meetings to recognize special achievements, such as the delivery of a major report or white paper, completion of the fact sheet cycle, signing of a major contract, etc.). We also have a social committee that organizes a summer "fun day" and other outings, including one to a curling rink. I think the most compelling element that fuels team spirit, though, is our foosball table. We take our foosball seriously! And victory brings with it bragging rights. Random games are very common (several per day), while tournaments occur every eight months or so.

— ***Michael O'Neil****, country manager, IDC Canada*

Last October our six-person sales force for IDG Online Denmark went to Oslo on the ferry from Copenhagen on a combined bonus/get-to-know-each-other/working trip. Forty hours on the boat definitely brought us closer together. We have also been to Tivoli Gardens [a famous park with carnival rides] twice as a bonus for a collective job well done. In addition, I appoint a "Sales Rep of the Week" and a "Sales Rep of the Month." We have a point system to recognize the best sale, the most sales orders, the most banner ads, and any other category if I want to focus on a particular direction. For the Sales Rep of the Week there is a bottle of red wine and the right have a silver trophy on their desk for a week. For the employee of the month, there's dinner for two at a nice restaurant.

— ***Ervin Hansen****, online sales manager, IDG Denmark*

For exceeding Q1 quota by 30% the IDC Latin America sales team took a half-day off to go kayaking in Biscayne Bay, Florida — with a bonus lunch on a private island.

— ***Daniel Cardamone****, associate vice president/ Sales, IDC Latin America*

continued next page

IDG

September 30, 2001

Senior Regional Sales Manager (CXO)

CXO Media, Inc. has an exciting opportunity for an experienced Senior Regional Sales Manager based in Newport Beach, covering our Southern California territory into AZ, NV and Utah. This position is responsible for prospecting new accounts while maintaining and expanding client relationships with current customers. Ideal candidates will possess a minimum of 5 years experience in high-tech ad sales, familiarity with technology accounts and their agencies, ability to sell at the highest levels, to sell integrated programs, and possess strong management skills. Experience with consumer ad sales and selling for business publications a plus. Candidates must also possess excellent communication and presentation skills as well as an understanding of the elements which create opportunity in the advertising community. Demonstrated closing skills and collaborative, creative problem-solving ideas required. Candidates must have a proven track record of customer oriented success with an excellent reputation among advertising decision-makers. Travel required. *Location: Newport Beach CA*
Contact: T. Bureau, Email: **tbureau@cxo.com**

National Accounts Analyst (ICI)

The National Accounts Analyst will analyze competitive investments, rates, discounts and group buys to construct multi-publication advertising proposals and contracts. Project management responsibilities include identifying potential areas of concern and solving those problems quickly and efficiently, as well as overseeing each proposal from initial scenario stage to final contract format. He/she will work with IDG sales executives to negotiate and sell proposals within/outside of IDG, track spending and compliance, and respond to client requests. To succeed in this entrepreneurial environment, candidates should combine an interest in IT with superior quantitative, analytical, and communication abilities. Solid organizational skills, an eye for detail, BA/BS (or equiv) and 2 years of related experience are required. *Location: San Francisco CA*
Contact: Email: **hanh_nghi@idg.com**

Office Services Coordinator (IFW)

InfoWorld's Facilities team is looking for an Office Services Coordinator. Responsibilities include sorting and distributing mail, Fed Ex, UPS and other inbound material, shipping and receiving, moving furniture, set-up and maintenance of conference rooms, switchboard backup and other duties assigned. The ideal candidate must be well organized and detail oriented. Excellent communication skills and a friendly demeanor a must. Mailroom, shipping/receiving background desired. *Location: San Mateo CA*
Contact: Email: **resumes@infoworld.com**

Assistant to the Publisher, IDG.net (NET)

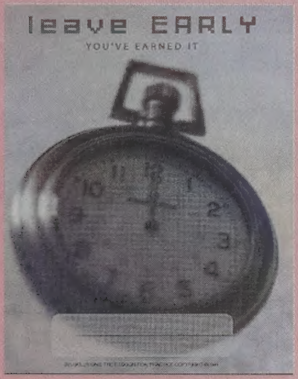
The IDG.net division of International Data Group is seeking a service-oriented individual to assist the Publisher with administrative and clerical tasks as well as to ensure the smooth running of the office. Responsibilities include organizing expense reports; acting as a general contact for the Publisher; coordinating office events; attending to the general workings of the office; and tracking invoices, among other things. The ideal candidate is detail-oriented, has stellar communication skills, and can multi-task without a second thought. Are you organized? Do you have great problem solving skills and experience working in a business environment? This job might be for you!
Location: San Francisco CA
Contact: Email: **jeff_julian@idg.net**

Research Associate (RSH)

IDG Research Services is seeking a Research Associate to assist the Competitive Analysis group in producing custom analyses and material for a variety of inter-company resources. The successful candidate must be able to synthesize trends, express them clearly in written and verbal form, and work well with others in a dynamic team environment. Key responsibilities include: copywriting and editing, information gathering, data processing and analysis, maintaining information archives (virtual and physical) and assisting with various research programs and projects. Candidate must have proven experience providing written analyses, a working knowledge of the IT industry, and Microsoft Office proficiency. Must be able to work well under pressure, have strong interpersonal skills, and the ability to handle multiple projects and prioritize requests. A 4-year degree and 1-3 years experience is required.
Location: Framingham MA
Contact: C. Cotter, Email: **ccjobs@idg.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

- Have managers invite employees to be part of a vendor/client meeting or call (sales meetings, business meetings, etc.). This is a great opportunity for managers to share some of their work with the employees, even if it is just to observe.
- At regular staff meetings, start the meeting with a roundtable discussion of what is good and/or new with each individual, allowing employees to share either personal or professional achievements.
- If your business unit participates in IDG's training program, encourage employees to take advantage of the many training opportunities available. It's a great way for managers to let employees know that they encourage their effort to develop and grow as employees and individuals.



- Highlight an employee's achievement at a staff meeting.
- Take the team to lunch.
- Give the team a gift certificate to spend together.
- Make a basket of "stress management" items (bath crystals, candles, massage oil, etc.).
- Send a plant, balloon delivery or a basket of goodies.
- Present employee with two tickets to an event.
- Create a "Story of the Month" or "Employee of the Month" program.

continued from previous page

Mac Publishing presents the Team Spirit Award each month. Honoring across departments is the driving force of this program and honoring without (or with very little) money involved. Creativity is essential and makes this fun (at least for most of us). Here's how it works: one department chooses a co-worker of another department to honor for services done above and beyond the call of duty. The employee gets honored with a public announcement and a gift custom-tailored for the winner. The total expenses that can be incurred for this has to be under $75 and the award has to be given within one month. The department that produces the most creative announcement/gift receives lunch on the company at the end of the year. We have had awards given for something as simple as extra smiles on tough days to staying on weekends to help the other department out. Announcements have ranged from a large sign paraded outside the office building with the honoree's name, a Web site built just for that person, and a large picture of the employee hung up in the lobby with many balloons. Gifts have stayed under $75 ranging from gift certificates to Amazon.com to leather gloves from Harley Davidson or a day at the spa.

— ***Eos de Feminis****, finance director, Mac Publishing*

IDC Nordic staff takes teamwork seriously — well, sort of! Here they put Managing Director ***Per Andersen*** *through the ropes.*

During last year's IDC Nordic kick-off meeting in Denmark we had a teambuilding session in the forest. Each group had to solve a number of team tasks such as making a 3D puzzle, finding a hat blindfolded and getting through a net of strings without touching the strings. The winning groups were awarded — not for a fast time — but for working best as a team.

— Per Andersen, managing director, IDC Nordic

IDG Switzerland organizes an annual ski weekend for all 40 employees. Our six-person sales staff goes out a lot for group lunches and once a year we visit a casino together. Those two activities don't cost the company anything, as we might decide that one of us is "the hero for the month," for example, and that person will pay for the lunch, or we'll all pool some money to bet at the casino.

— ***Urs Flueckiger****, sales manager, IDG Switzerland*

In the editorial department of *Computerworld Czech* we use these five simple motivating methods. 1) Every *CW* employee can take one free day once every two months (we call it general manager's day, since this was our general manager's idea). 2) During non-work hours any employees can use, free of charge, sports facilities not far from our office building. We have two one-hour slots for the squash and tennis courts. For swimming and weight training we share a few multiple entrance cards. Once a week we play volleyball: the *CW Czech* team vs rest of the IDG Czech team. 3) We go to lunch together. 4) Once every three months at regular editorial meetings we publicly recognize the job performance of all editors (we award monthly points for quality of articles, taking part in radio and TV programs, quotations in main daily newspapers, articles for IDGNS); I can show overall performance of every editor on a 3-D graph with timeline. 5) Sometimes we organize informal team-building evenings with a lot of beer and fun.

— ***Karel Taschner****, editor-in-chief,*
Computerworld Czech, Business World

We've done things like take the whole group to a Red Sox baseball game and usually hold an annual company dinner at a nice restaurant in Boston. I send deserving employees Amazon.com gift certificates, which are easy and quick as they provide a corporate gift certificate on their site. This year, we also had March Madness where people received additional cash for every percenage point we were over plan for the month of March. If someone fulfills a personal goal such as losing weight, they are given a gift certificate of choice as recognition of the acheivement. I believe that reaching personal goals inspires people just as much as reaching professional ones, and I believe the workplace has an obligation to acknowlege overall human accomplishments — not just those people are hired to do and exceed.

— ***Deb Goldstein****, president, IDG List Services*

Following the sales talk at our Monday morning sales meetings we focus for one hour on Stephen Covey; we have gone through his *7 Habits of Highly Successful People* twice now. Each person reads aloud for a few minutes, and when something like a paradigm shift is raised each person is asked to try and do something within the week ahead to see if a new approach works.This is a great motivator for

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the week and of course is accompanied with the usual yummies.

— *Heather Wills, division manager, IT Media, Johnnic Publishing Ltd (South Africa)*

Once a year we give out the following awards to the Latin America employees (the first four are voted on by all regional and local employees and country managers):

- Analyst of the Year
- Employee of the Year for Teamwork
- Analyst of the Year for Research Quality
- Analyst of the Year for Customer Service
- Excellence Award for P/L Highest Over Plan.

The winners get a plaque and recognition at our annual group party.

— ***Eric Prothero**, vice president, IDC Latin America*

We ask each employee to fill out a form describing how they like to be recognized for outstanding work — from an e-mail message from the manager to lunch with the president to the type of candy they prefer. Those forms are kept at the front desk so managers can check out how their direct reports like to have their achievements acknowledged. We also have quarterly "Angel Awards," which is a peer-to-peer recognition program in which anyone can nominate a co-worker who goes above and beyond the call of duty to support another staff person or team. The nominations are reviewed by a three-person team and one award — a $100 gift certificate — is presented each quarter. And we have a massage therapist visit the office to offer monthly 15-minute massages to employees at their desks.

— ***Lia Lorenzano**, president, IDG Executive Forums*

I send each employee a personal note and a $25 gift certificate on their birthday. We hold occasional all-employee pizza lunches in the conferenece room or ice cream sundae parties and twice a week we treat staff to doughnuts and bagels. Recently, we've been taking employees out on a Friday afternoon for a "beer bash" which is a great opportunity t network with each other and blow off a little steam after a hard week.

— ***Colin Crawford**, president & CEO, Mac Publishing*

We try to maintain a fun, team-oriented environment where creativity is encouraged. We have an arcade in our office where employees can play any of our 11 full-size arcade games. Our current *GamePro* house ads showcase our GamePro.com staff and feature puppets made by our Senior Designer **Kat Auch**. Many of our employees participate in a staff-organized after hours bowling league every other week.

— ***Kristin Shackelford**, director of administration, HR specialist, IDG Games Media Group*

Winners named in 2002 IDG Employee Photo Calendar Contest

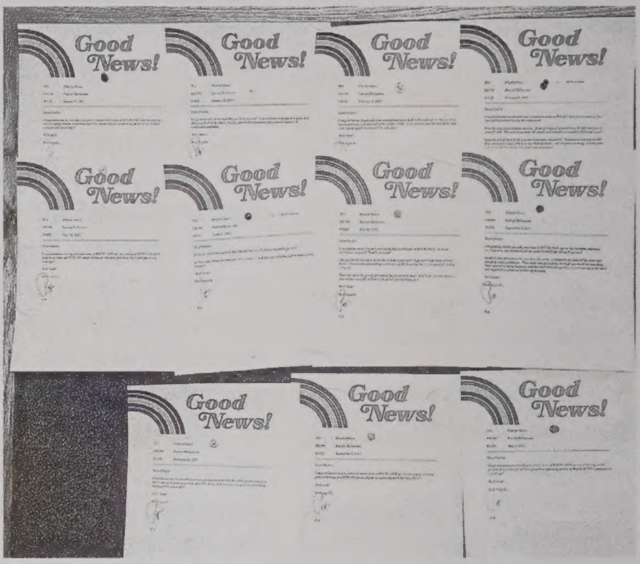
An intrepid panel of judges composed of nine employees from IDG World Expo in Framingham, Mass., has spoken. The winners in the 2002 photo calendar contest are:

First: **Nancy Petkunas**, Network World
Second: **Sue Murphy**, IDG HRSD
Third: **Carlos Cid Formosa**, IDG Spain
Peter Townsend, IDG Global Solutions
Gary Anthes, Computerworld
Amy Dalton, PC World
Christine Tenneson, IDC
Sherry Pedrin, IDG Games Media Group
Jaroslav Hrouda, IDG Czech
Zuzana Peskova, IDG Czech
Glenn Mosesso, IDG
Harry McCracken, PC World

The 12 runners-up, whose photos will appear on the calendar's inside front cover, are: **Monica Hamilton**, Network World; **Linda Drasal**, Network World Germany; **Aileen O'Donnell**, PC Advisor; **Sabine Anegg**, IDG Interactive; **Liu Yue**, PC World China; **Faith Wardle**, PC Advisor; **Ned May**, IDC; **Simon Easterman**, PC Advisor; **Kathy Benson**, IDC Australia; **Jean Gasbarro**, IDG International Publishing Services; **Michele Thomas**, IDG Games Media Group; and **Lawrence Llamzon**, IDC Asia/Pacific.

Congratulations to the winners and thanks to everyone who entered — the judges had their work cut out for them. Calendars will be distributed to all employees in mid-December.

IDG employees have been getting "Good News" from the chairman for 33 years



ARDLEY YEE

IDG World Expo in Framingham, Mass., proudly displays its impressive collection of "Good News!" notes on a bulletin board for all to see.

Walk around any IDG office anywhere around the world and you're sure to see pinned to a wall or tacked to a bulletin board one or more "Good News!" memos from IDG Chairman **Pat McGovern**.

McGovern, a strong believer in the power of praise, began sending these notes (on the very same rainbow-topped stationary) in 1968, four years after the company was founded and the year that IDC and Computerworld moved to separate offices. "Before that, I could walk around the offices and give my congratulations directly to people," McGovern said, adding that he sends the notes in recognition of accomplishments ranging from winning a prominent editorial award to being recognized by a customer for exceptional performance to substantially exceeding business plan. "The Good News! notes give me a chance to continue sending that message when I cannot be there personally."

McGovern, who typically sends six to eight of the memos each month, said he briefly considered discontinuing them as the company grew because it became increasingly difficult for him to hear about all the accomplishments of IDG employees. "But," he said, "I noticed that the "Good News! notes I did send tend to be displayed, so I continue to send them." However, because he cannot personally know about all the IDG employees who deserve a note, he said he encourages business unit heads to send their own version of Good News! notes to deserving people in their own business units. WU

New IDG course offering explores motivating, rewarding on a budget

The IDG Training and Development Department is offering a new course entitled "Motivating and Rewarding on a Budget." Developed and taught by **Connie Raleigh**, manager, Corporate Training and Development, and Training and Development Specialist **Laurie Parsons**, Motivating and Rewarding on a Budget is a four-hour program that will focus on the following areas:

- The latest theories and principles on motivation.
- How to effectively tailor recognition for different employees.
- The "how-to" of positive reinforcement.
- Creating a do-it-yourself recognition action plan.

"Reward and recognition should always be at the forefront of managers' minds, and many managers assume that means rewarding and recognizing their people in a monetary fashion," said Parsons. "That need not always be the case. This class will explore ways to effectively motivate and reward employees in ways other than with money. We will examine what is important to employees when asked what motivates them the most at their job. Some may find the answers surprising, as money is only one motivator that managers have control over."

The class will be offered in Framingham, Mass., on Oct. 23 from 9 a.m. to 1 p.m. and again on Dec. 4 in San Francisco from 9:30 a.m. to 1:30 p.m.

For more information, check out Training at the IDG Employee Connection Web site (http://hr.idg.com) or call **Sara Peterson**, program marketing and enrollment assistant, at 508-935-4161.

noteworthy people

Promotions

Macworld Associate Editor **Jennifer Berger** has been promoted to senior editor, Reviews, replacing **Linda Comer**, who will continue to edit for the monthly on a freelance basis. "Jennifer came to *Macworld* in April 2000 from *InfoWorld*, becoming a top-notch contributor, first in online and then in the How-to section, both online and in print, and I have every reason to believe that she will excel in her new role," said Editor-in-chief **Rick LePage**. "Jennifer will be working with me and Director of Product Evaluation **Kristina DeNike** over the next few months to ramp up reviews in conjunction with other editorial changes we will be making throughout the magazine."

Transfers

Lawson

Stephen Lawson, most recently the IDG News Service's correspondent in Hong Kong, has joined the News Service's San Francisco team as senior U.S. correspondent. Lawson has a B.A. in print journalism and a minor in international relations from the University of Southern California.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Executive Q&A

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Q What are the keys to a well-implemented system of motivating and rewarding employees? (Are there things managers need to be careful not to do?)

A Managers should make sure their employees are fairly paid as a first step. They can get in touch with their HR manager for help with this. Then, they need to figure out how to motivate their individual employees. How do they do this? Ask! Ask each employee what motivates them; what one thing, if changed, could make the biggest positive difference in their work; what do they care about; do they feel they are recognized for all they do. Finally, the manager should put a plan in place that helps them remember to maintain their recognition efforts. If there is interest across the organization in implementing a recognition program, the senior management team including Human Resources should discuss their interests, collect employees' opinions and ideas, and fashion a program that truly motivates employees toward achieving business objectives.

The important thing is to make sure the person receiving the reward knows what they've done well, believes in the reward itself, trusts that the selection process is sound and feels motivated to continue the recognized work. It's important to work with your HR group to research, implement and measure appropriate reward programs. An ill-conceived reward program can end up doing more damage than good. For instance, if a program is perceived to reward only those people in highly visible positions, those in "backroom" types of functions will be overlooked and if the selection process is not well-defined, the award may be perceived as too subjective or based on "favorites." You need to know your business, your employees and your organizational culture since what might succeed in one business may fail in another.

Q Does IDG offer any training classes on this topic and/or might it if there appeared to be enough interest? Or is this something that managers can handle one on one with their HR reps?

A IDG Training and Development is offering two classes this fall that relate directly to this topic. Motivating and Rewarding on a Budget is scheduled for Oct. 23 in Framingham, Mass., and for Dec. 4 in San Francisco (see sidebar above). Performance Management and the Appraisal Process is being held Oct. 16 in Framingham, Mass. More information on these and other classes is available by logging onto the Employee Connection at http://idg.hr.com and visiting the Training section of that site.

Managers and employees should also contact their Human Resources representatives for information or resources that may be available within their own business unit. WU

Network World employees bond over bocce balls

Sometimes the most effective team-building activities aren't planned as such at all. Take Network World's Bocce Tournament. Launched last summer as a lunchtime diversion by **Rocco Bortone**, Network World senior network manager and **Kevin O'Keefe**, systems support manager, the debut season saw fewer than 20 employees participating. This year, close to 70% of the staff partnered up and faced off on the bocce courts between June and August.

WENDIE LARKIN

*Awards were presented to various players for such distinctions as "Best Dressed Team," "Most likely to be Drafted by the World Bocce Federation," Most Vulgar Player (MVP) a.k.a. Trash Talker," and Most Defiant Player (challenged every ref's call). Above, the winners show off their plaques. (Standing, l-r): **Tim DeMeo**, **Richard Priante**, **Marlo Matoska**, **Rocco Bortone**, **John Gallant**, **Jami Thompson**. (Front, l-r): **Nancy Parquette**, **Carryl Hauser** and **Veronica Trotto**.*

"The tournament just really took off this year," Bortone said. Every day between the hours of 12 and 2, four matches took place between such colorfully named teams as the Devastating Executives, the Flying Hellfish and the Bloodthirsty Savages. The number of fans viewing a match on any given day was directly proportional to the level of trash talk preceding the match, Bortone noted.

The season got underway with a barbecue ("Bocce-Q") served up by the Network World Executive Committee. Periodic e-mail updates appearing under the BocceWorld banner were issued by various commentators and were designed to both apprise contestants of the standings as well as fan the fires of competition.

WENDIE LARKIN

*(L-R): **Tim De Meo** and **Tim Johnson** ("The Tims") earned bragging rights as Network World Bocce Tournament champions.*

Some 72 games later, the second annual Network World Bocce Tournament came to a close with the office closing early so staff could cheer on the two surviving teams: the Testing Terminators (**Keith Shaw**, senior reviews editor and **Neil Weinberg**, features editor) and The Tims (**Tim DeMeo**, event coordinator, and **Tim Johnson**, fulfillment service specialist) Following what Bortone termed "a good old-fashioned whupping," which saw the Tims prevail 12-0 over the Terminators, everyone enjoyed a company-provided feast and awards ceremony.

*Network World Senior Network Manager **Rocco Bortone** created "bocce cards" for every participant in this year's tournament.*

"The overwhelming success of the Bocce games was a direct result of the creativity and spontaneity of the Network World team," noted Publisher & CEO **Evilee Thibeault**, one-third of the Devastating Executives team (along with **Alonna Doucette**, VP of Online Business Development and **Mary Fanning**, VP of Finance). "This was not an event in which people felt obligated to participate. The enthusiasm of the staff was infectious and everyone wanted in on the fun!"

and finally.

The editors of *IDG World Update* would like to thank all the employees who contributed motivation examples as well as the following people who provided additional assistance for this week's issue:

Jennifer Carty, *IDG*
David Hill, *IPS*
Wendie Larkin, *Network World*
Julie Lynch, *IDG*
Laurie Parsons, *IDG*
Kristin Shackelford, *IDG Games Media Group*
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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on at www.idgworldupdate.com.

IDG WorldUpdate

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IDG Webcast looks at what's ahead for the IT market

Employees invited to tune in to hear Pat McGovern, Kelly Conlin, John Gantz and Gary Beach discuss economic recovery, IT spending and more

Among the many unanswered questions following in the wake of the Sept. 11 terrorist bombings in the U.S. is the ultimate impact this tragedy will have on our world. What will be its effect on our already struggling global economy? IDG's customers, in particular, are increasingly concerned about what lies ahead for the IT sector.

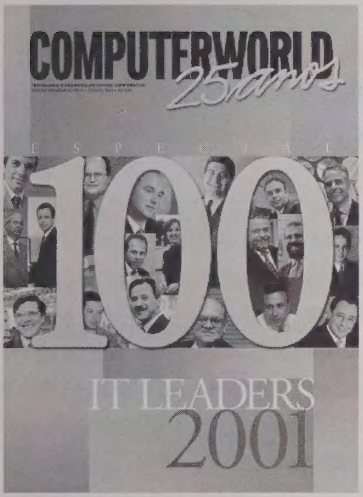
In an attempt to answer this question, the company has created a 20-minute Webcast entitled *The IT Market Ahead*. Featured in the Webcast are IDG Chairman **Pat McGovern**, President and CEO **Kelly Conlin**, IDC Senior VP and Chief Research Officer **John Gantz** and **Gary Beach**, group publisher at CXO Media. In his presentation, Gantz examines IT growth trends during national crises such as Desert Storm and the Internet stock crash and compares them to the current state of affairs post-Sept. 11. Beach shares the results of the latest *CIO* Magazine Tech Poll – a tool used to gauge technology growth trends.

Some questions that will be answered in this informative program include:

- When can we expect an economic recovery in the IT industry?
- Have IT budgets changed since Sept. 11, and if so, how?
- In what technology categories are IT budgets now being spent?
- When will IT departments increase spending?

Although created for IDG's worldwide customer base, employees are also invited to view this important Webcast. It is scheduled to be available Oct. 10 and may be accessed at: www.itworld.com/itwebcast/IT_Market.

Computerworld Brazil marks a quarter century

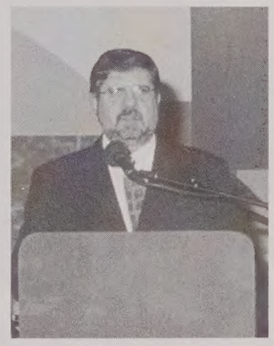


Computerworld Brazil began life in March, 1976 as Data News and was renamed 10 years ago. Today, with a circulation of 30,000, the publication leads its competitors Informatica Hoje and Information Week, both in number of copies printed and number of annual pages published. IDG Brazil also publishes PC World, Publish and World Telecom.

While many celebrate a 25th anniversary with a party and a gift of something silver, IDG Brazil celebrated *Computerworld Brazil*'s 25 years of covering the local IT industry with a party, a book and a special edition of *Computerworld Brazil*.

Nearly 600 prominent IT executives attended the party in São Paulo last month, which IDG Brazil used to introduce *Memories from the Computer: 25 Years of the Computer Industry In Brazil*. The lavishly illustrated 150-page book, written by former IDG Brazil editors Vera Dantas and Sonia Aguiar, charts the growth of the Brazilian computer industry, from the late 1950s when the early computers appeared in Brazil to today's Internet economy. The book is being given to corporate accounts and qualified *Computerworld Brazil* readers.

Computerworld Brazil also produced a special anniversary edition of the twice-monthly spotlighting the nation's top 100 IT leaders, a first in Brazilian IT publishing. Created jointly with Pricewaterhouse Coopers, the issue examines the key industry leaders, their working styles, best practices and visions for the IT industry.



IDG Brazil Country Manager ***Claudiney Santos*** *is the only IDG Brazil employee who has been with CW Brazil since its earliest days.*

Lastly, *Computerworld Brazil* launched a "25 Years of *Computerworld*" section on its Web site (www.computerworld.com.br/25anos) that offers profiles of the industry leaders who made IT history in Brazil; an industry timeline; historic *CW* covers; interviews with CIOs, CEOs and IT researchers; and reader forums. The site will be available for a year.

IDG Brazil numbers 75 employees, divided between Brazil's leading markets of Rio de Janiero and São Paulo.

IDG News Service provides around-the-clock coverage in wake of Sept. 11 attack

*The recent terrorist attacks on New York's World Trade Center and the Pentagon continue to be a story of tremendous global import. Coverage of this tragedy in the hours immediately following the attacks proved difficult for many of IDG's publications around the world as telecommunications into New York were out of the question and even getting a line into the U.S. from overseas was difficult. Major news Web sites were forced offline or were painfully slow to react. Against this backdrop, the competitive advantage of the IDG News Service stood out in sharp relief. The following report, filed by News Service Assistant News Editor **Nancy Weil**, offers a glimpse into how this group is able to rapidly marshall its global resources to deliver major breaking news to IDG publications.*

*(Below) In San Francisco: U.S. Correspondent **Matt Berger**, Senior U.S. Correspondent **Stephen Lawson**, U.S. Correspondent **Ashlee Vance** and U.S. Correspondent **Doug Gray**.*

At IDG News Service, we're accustomed to moving swiftly to cover breaking news. On Sept. 11, though, there was a brief time when we froze, too stunned to start reporting what we all quickly knew was the singular news event we'd witnessed and a watershed moment in all our lives. As **Jack McCarthy**, associate news editor of *InfoWorld*, said to our executive news editor, **Marc Ferranti**: "I bet you never thought you'd write *that* headline."

IDG WORLD UPDATE PHOTOS

*(Above) In Boston: Graphics Editor **Michelle Maher**, Editorial Assistant **Michael Rold**, U.S. Correspondent **Scarlet Pruitt**, Copy Editor **Tom Krazit**, Assistant News Editor **Nancy Weil**, Editor-in-chief **Elizabeth Heichler**, U.S. Correspondent **George Chidi**, U.S. Correspondent **Sam Costello**.*

I was taking over editing duties that morning from **Gillian Law** in London when word came that the first plane had hit; I assumed it was a horrible accident. Then, **Martyn Williams**, our correspondent in Tokyo, sent me this instant message: "What in the world is going on over there, Nancy?" Watching TV news, he had just seen the second plane cleave the other tower.

Marc rang moments later from his suburban New York home office and we started planning coverage, with him writing the first take based on what he could glean from eyewitness accounts on local radio and TV, as well as President Bush's speech telling us what we already knew — that terrorists had struck our country in a monumental way. As he was putting that together, there were reports of an explosion at the Pentagon, the Twin Towers crumbled and a hijacked plane crashed in Pennsylvania. By then, anything seemed possible, but we swung into gear, reporting and writing, fast as we could.

Coordination with IDG publications, including *InfoWorld*, *Computerworld* and *Network World*, started immediately, with a flurry of e-mail exchanges between Marc and various other editors, letting them know what we were working on and finding out what coverage they planned. Computerworld.com quickly began posting stories from its staff and we put those on our wire, along with everything else coming from other IDG Web sites.

Martyn in Tokyo, **Rick Perera** in Berlin, **Sam Costello** in Boston, **Joris Evers** in Amsterdam, and Gillian and **Laura Rohde** in London pitched in, doing interviews, watching local news reports and gathering stock market information. **Stacy Cowley** in our midtown New York office made certain a friend who works at the World Trade Center was safe and then started reporting. Cnn.com was offline for a time — another story to cover — and until it reappeared stripped of graphics we relied on TV to tell us what was happening.

> *"Telling our readers what happened and how it affects IT has never been more important."*
>
> *— Nancy Weil*

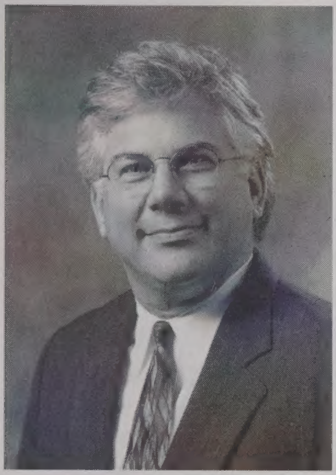
The IT angle might not have been obvious but it soon became apparent that the terrorist attacks had sweeping ramifications — immediate and long-term — for the industry we cover. IDG Web sites picked up our stories as soon as we got them posted Sept. 11, a trend that has continued with related articles in the weeks since, and much of our early reporting was used in print editions that followed the attacks. (Between Sept. 11 and Oct. 3, the News Service posted nearly 300 stories from various IDG publications related to the attacks and their aftermath, with almost half those stories written by New Service staff.)

Interviews with devastated companies and people were tough, and we were all emotionally wrung out, often writing through tears, sometimes stopping to cry. But we also continue to have a renewed sense of purpose and commitment, because telling our readers what happened and how it affects IT has never been more important.

executive Q and A

Michael Melenovsky

IDC's Senior Vice President of Services and Veriticals Research is this week's guest columnist. He may be reached at mmelenovsky@idc.com.



> *"IDC instituted an international training program in Framingham five years ago. Creating relationships with several Boston-area business schools allowed us to hire graduates who hold a nationality with the country in which we needed to place a services analyst. After graduating with their M.B.A., these analysts trained for six months at IDC headquarters and then went back to their country for a full-time job with IDC doing services research."*

Q What is the services business all about?

A When you examine the general economy, there are fundamentally two types of businesses: those that produce products and those that provide a service. Companies that are categorized in manufacturing industries like automobile, aerospace, cosmetics and information technology are structured around producing products, while companies that are categorized in industries like telecommunications, construction and healthcare are designed to provide services.

IDC's services group describes service as "assistance provided to others." This "assistance" comes in three basic varieties – consulting/training, building and managing. Applying the services business construct to the IT industry we find the same basic make up. There are pure-play services providers such as Accenture, PricewaterhouseCoopers, EDS and CSC whose primary mission is to provide consulting, training, systems integration and management services. Also, there are product manufacturing companies such as IBM, HP/Compaq, Microsoft, EMC, Oracle and Cisco that deliver consulting, training, systems integration and management services as well.

Understanding the differences between these various IT services players is essential to better understanding the services business. That's why we in the services group expend our efforts in better understanding the people, skills, processes and infrastructure these services firms employ when delivering assistance.

Q How is services research different from other areas of IDC research such as hardware or software?

A The hardware and software research groups at IDC basically examine product markets. Generally speaking, products are tangible things that you can see, touch, inventory and create channels of distribution for. Service, on the other hand, is intangible, meaning you must experience the service as it is happening. There is no standard unit to measure a service experience. A service experience is created and delivered at the same moment in time by a set of interactions between the buyer and the service provider. These interactions are packaged, sold and delivered in an infinite number of ways. This is the magic and attraction of the services industry and also the reason why it is constantly changing.

Because of the intangibility of service, we in the services research group have no shipments to count, In addition, services variability creates a high level of fragmentation in services markets and stimulates a great degree of sub-contracting amongst service firms. As a result, we cannot simply add up all the services firms' revenues to size a market like the product research groups. We listen to IT and business managers to understand where they need assistance and they are willing to pay for that assistance. Through our demand-side spending models we project spending for services and in turn, examine the services providers to understand what capabilities or skills they have in the face of the demand-side spending projections.

Finally, services analysts focus on understanding business processes, opportunities for replacing internal operations with an external service, the changing nature of services engagements and customer demands for service quality and relevance. Services analysts spend much less time on technology trends — we rely on our colleagues who cover technology to do that.

Q How has the economic slowdown presented opportunities for services companies and IDC's services business?

A The economic slow down in the U.S. has good and bad effects on the services industry. We've seen increased interest with large and small business seeking to lower fixed operating costs by outsourcing further IT operations. With the Sept. 11 attack on America, businesses are investing in more robust disaster recovery services as well. Also, there is growing pent-up demand from U.S. businesses that have been putting off further infrastructure investments in the face of the economic slow down. These businesses are presenting opportunities for services firms to augment IT staff as some projects have to be completed despite the layoffs the company had to execute.

The result of the dot-com bubble burst had the most dramatic impact on IDC's services research group. Many of the Internet services firms that were building out the e-commerce systems for dot-com companies went out of business. The upside has been IDC's ability to reorganize resources to support those market segments whose business models weathered the dot-com storm.

continued on page 6

IDC honors Q3 Excellence Award winners

Coming up

Agenda 2002
Oct. 13-17
The Phoenician
Scottsdale, Ariz.
www.idgexecforums.com/agenda/

CIO Perspectives @ 25
Different Voice, Shared Visions: Getting Alignment Right
Oct. 14-16
The Westin Mission Hills Resort
Rancho Mirage, Calif.
www2.cio.com/conferences/october2001/

Storage Networking World
Oct. 22-24
Renaissance Orlando Resort
Orlando, Fla.
www.storagenetworkingworld.com

LinuxWorld Conference and Demo Tokyo
Oct. 24-25
NS Event Hall
Tokyo
www.idg.co.jp/expo

U.S. Media Management Institute
(formerly the U.S. Publishing Institute)
Nov. 5-7
Costanoa Coastal Lodge
Pescadero, Calif.
Contact: **Laurie Parsons**
Corporate Training and Development Specialist
laurie_parsons@idg.com
tel: 508-935-4777

Internet World Japan
(held with Demo Japan/Fall and Streaming Media Japan)
An IDG Japan event
Nov. 20-22
Makuhari Messe, Chiba City, Chiba Prefecture
www.idg.co.jp/expo

Storage Networking World
(an IDG Japan event)
Nov. 26-27
Tokyo International Forum)
Tokyo
www.idg.co.jp/expo

IDC honored the third-quarter FY01 winners of the IDC Excellence Awards at a company meeting in Framingham last month. The Excellence Awards program recognizes employees for outstanding performance in the areas of business development, product quality, client service and teamwork. U.S. employees nominate their peers, and winners are chosen by IDG President and CEO **Kirk Campbell**, *Associate Human Resources Representative* **Carolyn Burton** *and the winners of the previous quarter's awards. Excerpts from the nominations appear below.*

Corporate Services Winners

Team Player
Dawn Daggett
Marketing Programs Manager
Software Research Group (Framingham, Mass.)

Daggett

Back in January, Dawn had no hesitation in accepting the role of leader for the Sage marketing workflow. [Sage is the code name for the soon-to-be launched new idc.com online site.] Dawn has put in tremendous hours, as she juggled the time-intensive responsibilities of this role with her Marketing Programs "day job." It also required a lot of energy and patience, as she coordinated and collaborated with marketing colleagues in all the U.S. business units as well as in regions and countries worldwide. Her superior marketing and communication skills and the respect of her colleagues, enabled her to accomplish a virtually impossible task – getting a group of approximately 100 marketing professionals to agree on a single set of processes and business rules for Sage. This despite the fact that we are a decentralized company with different business issues and marketing solutions. I continue to be impressed at her collaboration skills, work commitment and drive ethic.

Team Player
Joan Young
Group Operations Coordinator
Hardware Group (Mountain View, Calif.)

STEVE PHILLIPS
Young

In addition to Joan's normal administrative duties, she has supported us as an editor, a researcher and a client manager. Joan has completed all that we have asked her to do in a timely manner and has done so with a wonderfully calm and pleasant manner. What makes this even more impressive is that she supports more than a dozen employees in Mountain View, as well as visiting Hardware colleagues from the East Coast. Her "above and beyond" attitude has extended to such tasks as locating an extra PC for a colleague who had his stolen and then hand delivering it to him at his hotel and tracking down colleagues for a last-minute client conference call and securing the conference lines herself.

Research & Consulting Winners

Business Development
Susan Feldman
Director, Document & Content Technologies
Software Research Group (Framingham, Mass.)

Feldman

Since joining IDC in May 2000, Sue has demonstrated an exceptional ability to recruit new clients to her Continuous Intelligence Service (CIS). If one examines her performance for FY01 alone, she has doubled the number of clients in her program from 21 to 42, while maintaining a 71% renewal rate. The CIS revenues have also doubled. This is all the more remarkable in this year's soft economy. Sue immediately establishes a rapport with every prospect that she meets, and a high percentage end up spending research dollars with IDC, if not subscribing to her CIS. The sales force loves her. Sue is widely recognized in the industry for her expertise in a complex and rapidly changing subject: content management, especially search and retrieval. I find conversations with Sue are invaluable as they have enabled me to better understand how content management is changing the software markets I research.

Business Development
Jean Bozman
Research Director
Global Enterprise Server Solutions Group
(Mountain View, Calif.)

During the past quarter, Jean has adjusted her analyst skills to meet the changing business climate. As a result of this, she has worked on consulting projects for IBM, Compaq, HP, Intel and Microsoft as well as being part of a kick-off project for NEC.

IDG

October 8, 2001

Art Director (BIO)

The Art Director will report to the Editor-in-chief and be responsible for design and layout of editorial content, feature and cover design, managing expenses within a budget, and directing graphic design on special products. The successful candidate must have 5+ years working in a design ad agency, publishing or an equivalent creative role. Four color Macintosh production efficiency, particularly, illustrator, QuarkXpress, and Photoshop a must. Must be self-motivated, spontaneous, organized, creative, and accurate, with a desire to be part of a fast-paced, entrepreneurial team.
Location: Framingham MA
Contact: J. Snow, Email: **jennifer_snow@idg.com**

Production Manager (BIO)

The production manager will report into the Editor-in-chief and will be responsible for the day to day operations required for the timely and accurate production of BioITWorld. Duties include but are not limited to: Working closely with key staff members in all relevant departments in gathering information for creating the monthly issue map, insuring accuracy, completeness, efficiency, and avoiding editorial/advertising placement conflicts; Work with editorial on page configurations, story lengths, trafficking editorial pages, shipping pages to the printer and monitoring final approval of page proofs; and ensuring a smooth coordination of the flow of information so that accurate and complete reports are possible. The ideal candidate will have three (3) to five (5) years of production experience. Excellent communication and organizational skills are essential along with knowledge of Mac OS, QuarkXPress, Photoshop, Illustrator, Acrobat, File maker, Excel, and Word. *Location: Framingham MA*
Contact: J. Snow, Email: **jennifer_snow@idg.com**

Business Manager (BIO)

The Business Manager will report to the CEO and be responsible for the overall financial management of the company. The Business Manager will be responsible for developing accounting policies and procedures, cash flow forecasting, budgeting and internal reporting. Candidates must be able to analyze and prepare internal/external financial and operating reports with respect to profits, trends, costs and budget compliance. Seven plus years' experience preferably in the high-tech, print/online industry.
A degree in accounting, finance or business (MBA highly desirable) and a strong understanding of GAAP preferred. Candidates must possess excellent communication skills, start up experience and ability to work in a fast-paced team oriented environment.
Location: Cambridge, MA (initially Framingham, MA)
Contact: J. Snow, Email: **jennifer_snow@idg.com**

Ad Sales Manager (Connell)

Ad Sales Manager for growing Custom Publishing company needed! Head up the sales effort of print and online ad sales in a national teachers magazine. Increase revenue from the cable television industries and generate new business from software and hardware companies, educational reference, and multimedia products. Proven media sales record minimum 5 years, excellent oral and written communication and presentation skills, travel required. If you can do all that, and contribute to building a brand for the future, then send resume & cover letter to:
N. Bohn CCI/Crosby Publishing, 214 Lincoln St., Suite 112, *Allston, MA* 02134;
Fax: 617-254-9776; Email (PDFor text only) **ninabohn@ccicrosby.com** EOE.

Go to http://careers.idg.com to view all current job opportunities at IDG

Assistant to the Editor in Chief and Editor (IFW)
Provide exceptional administrative support to InfoWorld's Editor in Chief and Editor by coordinating calendars, making travel arrangements, answering phone and email inquiries for both external and internal customers, organizing activities for off-site events, compiling and distributing agendas and taking minutes at editorial meetings. Serve as liaison between Editorial and other InfoWorld departments, as well as outside vendors. Manage Editorial projects, the information on the InfoWorld web site and freelance process. Will also research CTO's, maintain CTO database and compile CTO results from surveys. Candidate must be highly organized, have the ability to multi-task and provide outstanding customer service. Editorial and technology industry experience a plus. *Location: San Mateo CA*
Contact: Email: **resumes@infoworld.com**

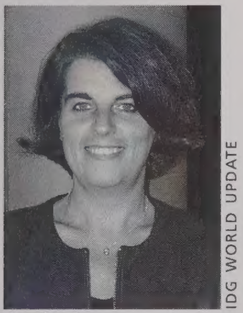
Managing Editor (IFW)
InfoWorld requires a Managing Editor to oversee the day-to-day print and online workflow and processes. The candidate must thrive under pressure and be passionate about the publishing process. This person must be capable of setting and communicating to the rest of the editorial team production schedules and deadlines and quality-control issues in a diplomatic fashion. The candidate should have at least two years of management experience, a copy-editing background, and at least 5 years of publishing/journalism experience is required, including 2-3 years of online publishing. Knowledge of Quark XPress, AP style, and online content management is required. *Location: San Mateo CA*
Contact: Email: **resumes@infoworld.com**

Senior Software Engineer (IFW)
InfoWorld Media Group is hiring a multi-talented senior software engineer for its home office in San Mateo, CA. Ideal candidates will have BS in Computer Science; 4-6 years experience working in a media/publishing environment; substantial content management system implementation and/or maintenance experience; 3-5 years experience with Java, Apache, Oracle, Perl XML, and XSLT; and 3 yrs + development experience in a Unix environment (Linus and Solaris) with some Windows NT/2000/XP. Proven project management skills, experience mentoring junior engineers and a good sense of humor are essential requirements for the position.
Location: San Mateo CA
Contact: Email: **resumes@infoworld.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

STEVE PHILLIPS

Bozman


IDG WORLD UPDATE

Bordoni

IDG WORLD UPDATE

Lyons

Added to that Jean was assigned to help work on the Microsoft renewal of the quarterly server tracker and made several visits as the renewal date came closer. The fruits of Jean's hard earned efforts have been over $60K in direct consulting payouts to the Server Group. However, the best reward was Microsoft's successful two-year renewal of the quarterly server tracker amid fierce competition. The revenue from this is expected to surpass $600K. In addition, Jean helped to close business in the Server Group's Multi-client Study program by supporting such deliverables as the 'Workloads 2001' and 'Clustering' studies. To date, that line of business for the Server Group has exceeded $750K. Finally, to support the CIS programs, Jean has written no less that ten flashes or bulletins during the past quarter.

Client Service
Luisa Bordoni
Vice President
Vertical Markets Research (Framingham, Mass.)

Luisa and I have been working closely together on my software accounts and she's made the effort to visit and introduce her line of products to every one of my top accounts: Oracle, Peoplesoft, BEA Systems and Sybase. Her visits have resulted in actual sales – BEA closed in June for $23,000 and Oracle should close this month for $21,900. Luisa is responsive and available, terrifically impressive in a Value Demonstration situation and does a very good job of communicating internally and externally. All the folks on the sales team have commented on her abilities and energy. In this market, gaining some sales upside through selling demand-side research is very compelling and her assistance is truly appreciated.

IDG WORLD UPDATE

(L-R): Overall Teamwork Winners included ***David Emberley, Andrea Poretsky, Seana Dowling*** *and* ***Nicole Comiskey****.*

Sales winners

Teamwork
John Lyons
Account Executive
Sales (Framingham, Mass.)

During a very hectic third quarter, John's day-to-day responsiveness and knowledge have resulted in extremely positive feedback from all our clients. In this tough business climate, John's attitude and hard work will pay off for IDC and is what gives us a competitive edge. His effort has been outstanding on multiple occasions. Some examples: Generated spreadsheet of key analyst contacts at major accounts; developed key contacts within Verizon that analysts could follow up with when conducting research by working with Verizon's manager of eMarket Research; helped promote and deliver attendees to multiple breakfast briefings and trade show briefings. John does a lot of little things right that make a big difference at the end of the day.

Teamwork Winner

Global Market Models & Demand-Side Research Team (Framingham, Mass.)
Program Vice President **Carol Glasheen**, Research Manager **Seana Dowling**, Research Director **Alan Farias**, Senior Research Analyst **Andrea Poretsky**, Senior Research Analyst **Dana Thorat**, Research Analyst **David Emberley** and Senior Research Analyst **Nicole Comiskey**

I love working with this team! Each one of the team members I have had the pleasure to work with deserves this recognition. To cite a few examples: Seana Dowling is currently drafting a report for the xSP special interest group (SIG) [an internal IDC workgroup] and also worked with us when formulating our questions for the eWorld study. I get the full impression that Seana's high service excellence is also a reflection of the team. Carol Glasheen has been involved directly or behind the scenes in a number of projects I've worked on with her group, and she, too, has always been very responsive and willing to help. Just recently she made time in her over-committed schedule to help me understand the ICMM process so that we might be able to apply some of the best practices she and her team have developed to the xSP market model that the xSP SIG is in the process of developing. I also understand from how the model was built and is being maintained that she and her team have done a remarkable job partnering with the regions to make this a globally consistent product. WU

noteworthy people

Maruchi

Bruhn

Schmit

Promotions

InfoWorld Human Resources Coordinator **Jacqueline Clause** has been promoted to Human Resources specialist. "Jacqueline has been with InfoWorld since June of last year and has contributed to the HR department in many significant ways," said **Michelle Burnham**, InfoWorld VP, Human Resources. "Not only does she handle all of [InfoWorld's] benefits, paid time-off, picture taking, orientation, as well as serving on various IDG committees, but since June, she has been the HR contact for the following departments: Edit, Copy, Art, Production, Distribution, Finance and Facilities. She will continue to wear all of these hats in her new role, plus gain a few more!"

New employees

IDG Japan welcomes Newsstand Sales Representative **Hiroshi Maruchi**, who previously worked in bookstore sales. In his spare time, Hiroshi plays guitar and keyboards and enjoys folk songs.

IDC Australia has hired **Belinda Johnson** as marketing manager. Before joining IDC she was marketing and communications manager for Ingram Micro Australia in charge of corporate communications for Asia Pacific and restructuring the firm's Australian marketing team. She holds a B.A. in communications with a minor in psychology from the University of Canberra and enjoys cooking, netball and her two "very naughty" puppies.

Transfers

"Attracted by the challenge of a new job in another country, and yet still with the same company," IDC Denmark Project Manager and Senior Account Manager **Bianca Bruhn** has transferred to IDC West in Mountain View, Calif. She now works as Asia/Pacific business development manager and is responsible for developing IDC's Asia/Pacific business in the U.S. Before coming to IDC in 1999, she worked as a product manager for the German/Swedish company Schenker BTL. She holds a B.A. in business administration and an M.A. in supply chain management, both from the Copenhagen Business School.

Florence Schmit, most recently senior sales manager for IDG Global Solutions in France, has accepted the newly created position of IGS' director of international sales/Netherlands. She will be based at the IDG Netherlands office in Haarlem. During her three years with IGS France, Florence developed international business for IDG in the Benelux region and was also responsible for the office's two biggest accounts, Intel and APC. After she received a degree in international business from the Institut Superieur de Commerce in Paris, Florence began her IDG career in January 1996 as client services executive at IGS' U.K. office.

Employees worldwide may send Noteworthy information to world_update@idg.com.

Executive Q&A

continued from page 3

Q How is the Services program organized globally?

A Because so much of service delivery depends on interactions between people, service research needs to occur at the local level where cultural distinctiveness can be captured. A business in São Paolo Brazil wants services from a local Brazilian firm from folks who speak Portuguese and understand Brazilian culture and business practices. In order to understand the regional markets, IDC needs to have highly qualified analysts in all major country markets around the world. This was a huge challenge several years ago when I joined IDC. Much of the IDC research management around the world understood product research and expected to replicate the same product analyst skills and research methodologies. Fortunately, one of this company's strongest attributes is the open mindedness of its management team. They were willing to listen to the concerns raised and make investments in the development of strong local and regional research capabilities.

To this end, IDC instituted an international training program in Framingham five years ago. Creating relationships with several Boston-area business schools allowed us to hire graduates who hold a nationality with the country in which we needed to place a services analyst. After graduating with their M.B.A., these analysts trained for six months at IDC headquarters and then went back to their country for a full-time job with IDC doing services research. Today IDC has 105 services analysts worldwide.

Q Can you comment on the HP/Compaq merger?

A These two organizations have very similar services capabilities — the lion's share of their business is the maintaining and supporting of HP and Compaq products. The growth of this business will be directly proportional to shipments and installed base of their technology. If Carly [Fiorina] and Michael [Capellas] are on top of their game, they will re-charter this large services organization around assisting their valued customers' transition from today's technologies to the new company's combined product portfolio and their vision of services fueled by more open computing architectures. If customers do not have their hands held during this difficult reconciliation of product lines, customer loyalty will suffer.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27

Ann Clark *IDC*
Nora Hörrmann *IDG Germany*

23

Helga Biesel *IDG Germany*

21

Maria del Carmen Doehler *IDG Germany*

20

Karin Giffhorn *IDG Germany*

19

Nilcimar Oliveira *IDG Brazil*

17

Juan Marquez *IDG Spain*
Anton Paunert *IDG Germany*
Ingrid Holzbauer *IDG Germany*

15

Cheryl Podda *IDG Australia*

12

Ann Nickinello *Network World*
Christoph Witte *IDG Germany*
Mario Toffoletti *IDG Italy*

11

Andrew Ware *IDC*
Don Tennant *Computerworld*
Gerhard Holzwart *IDG Germany*
Hans Hausner *IDG Germany*

10

Jose Palacios *IDG Spain*
Ines Mühlbauer *IDG Germany*
Stephan Scherzer *IDG Germany*
Stefan Ueberhortst *IDG Germany*
Britt Kardel Hetting *IDG Denmark*

9

Bruce Davidson *IDC*
Bob Peyton *IDC*
Jürgen Hill *IDG Germany*
Iris Müller *IDG Germany*
Matthias Zimmermann *IDG Germany*
Toshiro Nishihara *IDG Japan*
Mike Oughton *IDG New Zealand*

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Nikki Wilson *IDG Recruitment Solutions*
Dora Jeffers *Computerworld*
Stanley Peck *IDC Canada*
Mirko Lukacs *IDC Benelux*
Edith Höllersberger *IDG Germany*
Michael Freter *IDG Germany*

7

Marcelo Augusto *IDG Brazil*
Wolfgang Sommergut *IDG Germany*
Kerstin Lohr *IDG Germany*
Margarete Kuther *IDG Germany*
Sabine Bünning *IDG Germany*
Claus Krogh *IDG Denmark*
Roberta Prandini *IDG Italy*
Deborah Vilella *IDG Italy*

6

Karen Battley *IDG Global Solutions*
David Ramel *Computerworld*
Gail Edgett *IDG Global Accounts*
Alexander Dankesreiter *IDG Germany*
Heidi Schwab *IDG Germany*
Hiroshi Wada *IDC Japan*

5

Karl Görlach *IDG Austria*
Laureen Austermann *Computerworld*
Alejandro Carcia *IDG Spain*
M. Luisa Gijon *IDG Spain*
M. Angel Gomez *IDG Spain*
Esperanza Rojo *IDG Spain*
Lars Goransson *IDC Canada*
Martin Canning *IDC Benelux*
Ursula Nehring *IDG Germany*
Linda Djurhuus *IDG Denmark*
Mauro Buccola *IDG Italy*
Fabrizio Gioja *IDG Italy*

4

Mitchell Rose *IDC*
John Dooley *Network World*
Suzanne Gaspar *Network World*
Bea Fülle *IDG Germany*
Frank Niemann *IDG Germany*
Kiyotaka Beppu *IDG Japan*

3

Sara Fitzgerald *IDC*
Thomas Valovic *IDC*
Regena Adams *IDC*
Robyn Patrick *IDC*
Jörg Kilgus *IDG Austria*
Thomas Pilhatsch *IDG Austria*
Kristin Cianci *Network World*
Mark Anderson *Network World*
Eric Danetz *Network World*
Lara Greenberg *Network World*
Kathleen Moran *IDG World Expo*
Daniel Comino *IDG Spain*
Arancha Herranz *IDG Spain*
Imaculada Rico *IDG Spain*
Agustin Sanchez *IDG Spain*
Alexandra Mesmer *IDG Germany*
Michael Frey *IDG Germany*
Hans-Jürgen Humbert *IDG Germany*
Michael Schmelzle *IDG Germany*
Christian Helmiss *IDG Germany*
Alexander Bauer *IDG Germany*
Walter Reindl *IDG Germany*
Ingrid Breitenberger *IDG Germany*
Jesper Troelstrup *IDG Denmark*
Torben Hansen *IDG Denmark*
Henrik Sonne *IDG Denmark*
Ervin Hansen *IDG Denmark*

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Bill Casey *IDC*
Al Gillen *IDC*
Rebecca Wilson *IDC*
Doug Wavamunno *IDG Global Solutions*
Jon Westbrook *IDG Global Solutions*
Hanh Nghi *IDG Communications*
Pamela Rock *IDG Communications*
Veronica Lee Copeland *Computerworld*
Denise Taute *IDG Australia*
Esther Macias *IDG Spain*
Kevin Restivo *IDC Canada*
Denis Vance *IDC Canada*
Karen Bitran *IDC Brazil*
Lara Camargo *IDG Brazil*
Rodrigo Mello *IDG Brazil*
Germana Palmeira *IDG Brazil*
Eivind Malm *IDC U.K.*
Jamie Snowdon *IDC U.K.*
Linda Drasal *IDG Germany*
Beate Wöhe *IDG Germany*
Axel Hollenbach *IDG Germany*
Eva Fertner *IDG Germany*
Helga Kochems *IDG Germany*
Ulrich Rogg *IDG Germany*
Melanie Bernard *IDG Germany*
Bernhard Haluschak *IDG Germany*
Christian Vilsbeck *IDG Germany*
Nico Hartmann *IDG Germany*
Michael Eckert *IDG Germany*
Malte Jeschke *IDG Germany*
Lorella Gorga *IDG Italy*

1

Ricardo Villate *IDC*
Staffan Engstrom *IDC*
Hans-Paul Nosko *IDG Austria*
Rainer Imb *IDG Austria*
Klaus Lorbeer *IDG Austria*
Oliver Filz *IDG Austria*
Claudia Troppmann *IDG Austria*
Tracey Bombard *IDG Communications*
Sharon Bacchus *IDG Global Communications*
Sarah Hindmarsh *IDG World Expo*
Daniel Avila *IDG Spain*
M. Jose de Cadiz *IDG Spain*
Allen Ju *IDC Sinapore*
Reuben Tan *IDC Australia*
John Starkey *IDC Australia*
Steve Fontaine *IDC Australia*
Warren Chaisatien *IDC Canada*
Fenella Potter *IDC Canada*
Dayenne Sipaco *Computerworld Singapore*
Anne Joyce *IDC U.K.*
Jo Ramsden *IDC U.K.*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

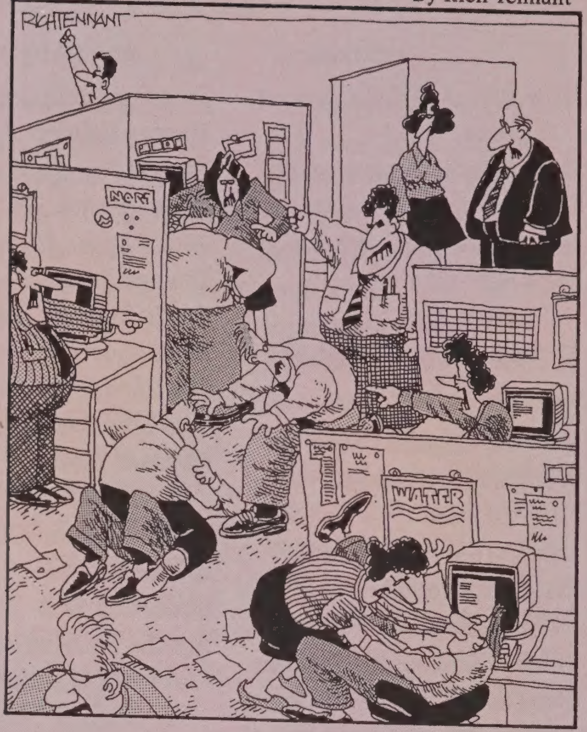
off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Tuesday, Oct. 30.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive *IDG World Update* screen sweeps.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.

The 5th Wave By Rich Tennant



World Update Online's Marketplace

IDG World Update's popular Marketplace classified ad section, previously a U.S.-only print insert, can now be found at www.idgworldupdate.com. Employees worldwide are encouraged to participate. Do you have a rental property you'd like to advertise? Interested in a house exchange with another IDG employee to see another part of the world? A home, car, furniture or bicycle for sale? Send your information, including a complete description and price, to world_update@idg.com or fax it to 617-423-0712. Below are a few of the items currently listed on the site.

FOR SALE

Lenox Spring Vista flatware. Never been used, still in original boxes. Gold edges with light green trim with flowers. 6 dinner plates, 6 7" plates, 6 coffee mugs, large oval platter. Mikasa Golden Lights Crystal. 6 wine goblets, 6 iced tea/water goblets. $500 or best offer. Also set of 6 settings of flatware and serving pieces in "Piroette" style from Mikasa. $200 or best offer.
Contact: Christie Combs, IDG Interactive Sales, 508-988-6841 or christie_combs@idg.com.

1989 Nissan Bowrider with 90 HP motor and trailer sold as a package from Nissan dealers. In mint condition with a ton of extras: wooden removable bow deck for bass fishing, 2 fish finders, new seats, extra props, bow-mounted electric foot-controlled trolling motor, trailer has rollers, lots more. $3850 or B.O.
Contact: Steven Inza, IDG International Publishing Services, 617-239-7838 or steve_inza@idg.com.

Beautiful 17-foot wood canoe totally reconditioned by hand, hand-caned seats and natural wood decking. A real head turner! Only 45lbs. Must sell. Asking $400.
Call Julie Lynch, IDG Human Resources, during the day at 508-935-4041, or call Rick at 508-798-7898 between 9 a.m. and 9 p.m.

Portable KOSS stereo minispeakers. Perfect for a CD player. Has bass and treble boosts, volume control, 3-in. drivers, 1.5 watts per speaker. Used just a handful of times. I'll give you the adapter, too. $30
Contact: Penny Sloane, CXO Media, 508-988-7558 or psloane@cxo.com.

WANTED

Looking for artist flat files in wood or metal.
Contact: Lisa Brown, CXO Media, 508-935-4470 or lbrown@cxo.com

Bon appetit, PC World Test Center staff!

Ulrike Diehlmann, director of the PC World Test Center, and her staff will enjoy coffee and breakfast treats courtesy of *IDG World Update.*

Ulrike's name was chosen in a random drawing of managers who sent ideas for the "Encouraging success on a shoestring" article in the Oct. 1 issue of *World Update*. (Missed it? Go to www.idgworldupdate.com.)

IDG WorldUpdate

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/ InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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DEMOmobile gathers innovative products, investors, media

*DEMOmobile Producer **Jim Forbes** and Executive Producer **Chris Shipley** address the crowd of more than 300 IT industry leaders and opinion makers.*

The mobile market "remains one of the most vibrant categories of technology in today's challenging economy," said **Jim Forbes**, producer of IDG Executive Forums' third annual DEMOmobile conference, held last month in La Jolla, Calif. "Our mission is to identify and highlight mobile-related technologies that will shape the features and usage of this category in the coming 12 to 18 months."

According to Forbes, interest in the products presented at DEMOmobile is very high among industry leaders and opinion makers. Among the 300-plus attendees at this year's show – down from 500 last year due to the overall slumping economy – were top-tier investors, business development and other executives shaping the IT industry.

From an audience standpoint, Forbes admitted the show was smaller this year. "But, from a producer's standpoint, we continue to attract great audiences, which makes [Executive Producer] **Chris Shipley**'s and my job extremely interesting and worthwhile." Forbes said the audience at DEMOmobile 2001

continued on page 5

IDG buys back Ziff's share of Mac Publishing

17-year-old Macworld once again a wholly owned IDG publication

IDG WORLD UPDATE

Mac Publishing employees are once again full-fledged members of the IDG family.

IDG's four-year joint venture with Ziff Davis officially ended Oct. 1 when IDG purchased its former partner's 50% stake in Mac Publishing LLC, returning the company and its market-leading *Macworld* magazine to the IDG fold. In addition to *Macworld*, Mac Publishing operates two popular Web sites: Macworld.com and MacCentral.com.

IDG was the first media company to recognize the potential of the Macintosh platform, launching *Macworld* magazine in 1984 in conjunction with the first public unveiling of the new machine. For more than a decade, the monthly grew with the market attracting the largest, most influential universe of loyal Macintosh buyers. By 1996 and early 1997, however, the Macintosh market was experiencing a severe downturn, and it became apparent that the market was not big enough to sustain more than one major print publication, according to Mac Publishing President and CEO **Colin Crawford**. "In order to retain the revenue that still

continued on page 6

newsworthy

in brief

IDG's reach to IT purchase influencers twice that of Ziff, CMP, says CIMS

In reaching its readers, IDG reached the top. According to Millward Brown IntelliQuest's independent Computer Industry Media Study (CIMS) v.8.0 Business Study, IDG publications – including *CIO, Computerworld, InfoWorld, Network World, PC World* and *Macworld* – reach more technology purchase influencers than any other media company and double the reach of Ziff Davis and CMP.

With more than a third of the top 15 positions, IDG has more top-ranked publications than any other media company. More important, IDG publications reach the most business technology influencers — the 4.3 million professionals who spend more than $500,000 a year on technology products and services — with a combined reach of 36%, compared with 24% for Ziff Davis and 23% for CMP. The CIMS study also found that IDG has the widest reach among IT professionals, with the combined reach by IDG publications surpassing 50% of the IT influencer segment, far greater than either CMP or Ziff Davis.

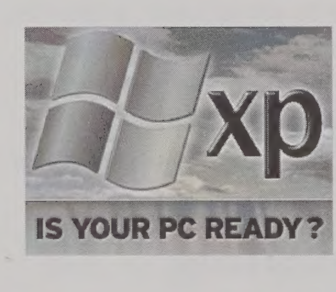
"IDG's 37-year tradition of investment in editorial quality has consistently attracted the industry's most influential technology buyers, and this study is another confirmation of the superior loyalty of IDG's brands with the audiences they serve," said IDG President and CEO **Kelly Conlin**.

The CIMS Business study, conducted annually by Millward Brown Intelliquest, assesses technology purchase involvement and plans, as well as the media usage of more than 52 million individuals involved in purchasing technology products and services at U.S. businesses.

In the CIMS v8.0 Home Study, among technology titles *PC World* reached the largest audience of computer-product influencers at home. *Macworld*, the only other IDG title in the study, was ranked No. 7. WU

PC World to offer online tool to test Windows XP readiness

Are you ready for Windows XP? The new Microsoft operating system, set for retail sales on Oct. 25, has stringent minimum system requirements, and many PCs may not be equipped to run it. *PC World* and PC Pitstop (see *IDG World Update*, July 30) are offering a new online tool that looks at a system and tests the hardware and software for Windows XP readiness.



After downloading a small piece of code called an activex control, the free test takes about 30 seconds to run on a PC. The code checks the system memory, processor, available disk space, video resolution, BIOS date, software compatibility and operating system upgrade potential. (None of the test's data is saved or sent over the Internet.) Not only does the test check the computer's XP readiness, it offers upgrade suggestions and guides and provides links to *PC World* editorial advice. As of the end of September, 89,000 people had used the test.

"The XP Readiness test should be very attractive to advertisers since the users are presented with the areas of their machines that need upgrading in order to run Windows XP," said **Andrew Eisner**, PC World executive producer. "These are people who will be in the market for components like memory and hard drives. Users taking the test will want to learn more about Windows XP as well as things like how to upgrade their memory. We anticipate the test will drive traffic to *PC World* articles, and we should gain additional lead referral revenue when users link to [PCWorld.com's] Product Finder (see *IDG World Update*, May 28) to check prices on memory, hard drives, or even new systems."

The test will be promoted on PCWorld.com in Editorial promotion areas, in the Tools area and in house ads. "We will also promote it wherever possible in the magazine, including a piece about it in the November 2001 Upfront column," Eisner said.

According to Eisner there have been articles in the media about what users will need to run Windows XP, but no advice has been offered that is as easy, yet "sophisticated," as the Readiness Test. "This is part of a new segment of interactive services I've been calling 'active tools.' Normally the user would have to do a lot of the work themselves matching specs and requirements in order to make an assessment of their XP readiness. An active tool like the Readiness Test uses an activex control, which means it doesn't have to be downloaded, unstuffed, installed and then the machine rebooted. It's simple, easy, and does the work for you."

IDG WORLD UPDATE

(L-R): PC World Executive Editor, News ***Bud McLeod****, PCW Senior Editor, News* ***Denny Arar*** *and PCW Director, Special Projects* ***Andrew Eisner****, who said that McLeod and Arar were "key people" in creating, organizing, and linking a great deal of PC World material involved in the XP Readiness Test.*

Eisner said his group worked jointly with PC Pitstop to develop the test, adding that there were currently certification issues that make it difficult to port the test over to the server of a *PC World* sister publication.

The XP Readiness Test is available at www.pcpitstop.com/xpready or find.pcworld.com/13440. For more details, contact Andrew Eisner at andrew_eisner@pcworld.com. WU

primer back to basics

Ann Roskey
The vice president of marketing and audience development at ITworld.com discusses the basics of Webcasting. Ann may be reached at ann_roskey@itworld.com.

Webcasting jargon

Streaming media
Streaming media technology enables the real-time or on-demand distribution of video, voice and data on the Internet. Streamed data is transmitted by a server application and is received and displayed in real-time by client applications. A streamed file is simultaneously downloaded and viewed but leaves behind no physical file on the viewer's machine.

Webcasting
Webcasting has become a catch-all phrase. Some consider peer-to-peer collaborative services, such as NetMeeting or WebX, a Webcast. Video conferencing and larger scale B2B programs streamed to thousands of viewers are also referred to as Webcasts. At the most basic level, Webcasts are an innovative and educational marketing tool that combines the "immersiveness" of television with the "interactivity" of the Internet.

Broadband interactive marketing
High-impact marketing that can include audio and video streamed over the Internet along with slide and Web page presentations, video search functionality, real-time audience polling and full-text transcript. All are used in synch with each other.

Q Why would a company choose to do a Webcast?

A There are many reasons why companies choose to participate in or deliver a Webcast. One of the most obvious and common reasons is to introduce a new product and/or service to a target audience. For many years now, IT professionals have been constrained in their discretionary travel, and today they are ever more so. These professionals – our client's prospects - are increasingly distributed around the country and around the globe. Finding effective and efficient ways to reach them is a constant challenge. Webcasting offers companies the ability to reach new audiences quickly and effectively, reduce staff travel and provide an opportunity for higher level executives to address prospects and customers. Finally, companies have the option to participate in a Webcast program at a lower commitment level as a sponsor. A sponsor chooses to align, or associate themselves with a particular Webcast because of the relevant topic, speakers and/or other sponsoring companies delivering the Webcast.

Q To what extent are Webcasts being used?

A Companies are increasingly realizing that Webcasts are a highly effective way to harness the power of broadband media to market products, services, or even conduct internal communications and training seminars. According to Jupiter Media Metrix, companies will spend $80 million on internal video announcements in 2001, but they also predict that product launches and marketing applications will take up the biggest slice of the streaming media pie by 2005 ($567 million).

Over the last few years, ITworld.com has produced hundreds of successful programs for clients such as 3Com, Compaq, Dell, EDS, F5 Networks, IBM, Intel, Marconi, Microsoft, Nortel, Sprint and many more, and is recognized as a leading producer of custom-published Webcasts for IT vendors. ITworld offers highly efficient, turnkey marketing solutions by combining the ITwebcast™ platform with its extensive experience in delivering the right target audience.

Q What are the benefits of Webcasting?

A Webcasts are becoming more and more popular because companies are requied to achieve higher ROI on their marketing investments, and they are being asked to show proof of that ROI. Most Webcasts ask their registrants to register to view a program. This is the first step in collecting data on the audience, which is necessary for ROI analysis. In addition, many Webcasts are more interactive than ever before, allowing for continuous audience polling throughout the program, surveys taken during and after the program, and interactive Q&A sessions. All of these enable added opportunities for companies to collect rich data on potential sales leads. Not only do these activities supplement the sales team's existing efforts, but Webcasts also reach a highly qualified audience of people who have chosen to participate because they are interested in learning more about a company and/or its message.

Q What is the difference between a live vs. on-demand Webcast?

A A live Webcast is streamed over the Internet while the production is being taped and the presenters are participating. Live Webcasts allow for an audience to interact with the hosts via live Q&A and polling that generate immediate results, which can lead to more focused discussion, as well as the ability to deliver the most up-to-date information. However, with a live Webcast format, viewers typically must pre-register for the Webcast program and then return to the destination URL on a specific date and time.

On-demand Webcasts satisfy the need for immediate information – viewers make the decision about when they want to view a program, anytime 24x7. With on-demand, viewers can also pause the video stream to look at a Web page or other resources, check product specs, speaker bios, or respond to a survey in a non-linear fashion. The benefits for the speaker participants are that travel for the production can be reduced and production values can be significantly enhanced — rather than one shot to get it right, they have the opportunity to rehearse and edit. Questions are typically handled via e-mail and the presenter can respond directly to the viewer.

Q Can you briefly describe what it takes to produce a Webcast?

A A sales or business development person establishes first contact with the Webcast client. That person works with the client to make sure that the two companies can develop an effective Webcast together, based on what the client wants to achieve. He or she then works with the client to generate a plan that includes when, where, why, how, etc. Once finalized, we put together a team of professionals that will be dedicated to the success of the program. This team will include people from production, marketing, e-publishing and ad operations.

IDC's European IT Forum focuses on market recovery

Company urged not to cancel annual gathering in wake of terrorist attacks

"The show must go on" holds not only in the theater but in the conference business as well. Despite the events of Sept. 11, IDC's European IT Forum 2001 went on as originally scheduled.

"We considered cancelling it," said **Francesco Corra**, director of IDC's Europe, Middle East, Africa Conference Group. However, after querying registrants by e-mail on Sept.13, "the sponsors and attendees strongly recommended we go ahead," he said. IDC organizers only had 48 hours to set up satellite and videoconferencing connections with speakers from the U.S. who could not fly to Monaco for the Sept. 17-18 event. Hewlett-Packard Chairman and CEO Carly Fiorina spoke at 2:00 a.m. her time via satellite on the planned merger of HP and Compaq Computer Corp., while Compaq Chairman and CEO Michael Capellas addressed the Forum on live video.

*Members of the IDC European Conference Group and two other IDC colleagues relax following the European IT Forum. (Standing, l-r): **Mathew Heath**, PR manager, IDC Europe, **Alessandra Ughi**, **Tatiana Albuzzi**, **Francesca Cogliati**, **Massimo Gizzi**, publishing manager, IDC Italy, **Francesca Dal Moro**, **Jennifer Cancian**. (Seated, l-r): **Miriam Cavalloni**, **Paola Ferrari**, **Nicoletta Puglisi**, **Anna Cozzi** and **Katia Schiavi.***

Attendees observed a minute of silence in memory of the victims of the Sept. 11 attacks on the first morning of the Forum. "Although everyone was still stunned by the tragedy, the general feeling was that preventing people from getting together is what terrorists are aiming for," Corra said. "I was particularly pleased by the unanimous support showed by sponsors and attendees to make this event take place."

> *"Although everyone was still stunned by the tragedy, the general feeling was that preventing people from getting together is what terrorists are aiming for."*
>
> *— Francesco Corra*

Among the 42 speakers – one via satellite, six via live video and the remaining in attendance – were Gary Hamel, chairman, Strategos; **John Gantz**, chief research officer, IDC; Michael Porter, professor, Harvard Business School; and Lester Thurow, professor of management and economics, Sloan School of Management, MIT.

Now in its 11th year, the Forum, IDC's flagship event, takes a look at the future of IT and eBusiness and gives leading European IT executives an opportunity to network and learn from IDC senior analysts. This year "the overall key topic was understanding how and when the IT market will recover," Corra said. (General consensus seemed to predict a recovery in the spring of next year.) There were more than 700 attendees this year, down from 800 for last year's Forum. The cancellation rate was low (5%), even after the terrorist attack on the U.S., and Corra said the European event is normally the best-attended IDC Forum.

With support from several colleagues including IDC President **Kirk Campbell** and IDC EMEA President **Roberto Masiero**, Corra's team of 12 spends a year planning the Forum, with five people dedicated solely to the event. Corra said IDG European country offices provided free advertising to increase attendance and IDG Global Solutions promoted it to its customers. In addition to a brochure, fax mailing, advertising and one-on-one calls to clients, Corra said that a good promotional tool proved to be offering a free Palm Pilot to all paying attendees.

Also new this year was the Cyber Meeting Point. In order to allow attendees to prearrange meetings at the conference, two weeks before the Forum registered attendees' names and contact details were listed on a password-protected area of the IDC Forum site along with a brief description of their business or the people they would like to meet at the event. After receiving unanimous positive feedback on it, Corra said he will be using Cyber Meeting Point for all his future conferences.

Full video, audio and PowerPoint presentations from the Forum are also available free to attendees at the Forum Web site.

The next European IT Forum will be held Sept. 16-17, 2002, in Monaco. For more information go to http://emea.idc.com/itforum01/default.htm or contact Francesco Corra at fcorra@idc.com. WU

IDC EMEA events

According to **Francesco Corra**, director of IDC's Europe, Middle East, Africa Conference Group, the European IT Forum is IDC's conference flagship event and the model on which IDC has built several other events.

These include the successful Asia Pacific IT Forum in Singapore, the Storage Forum in the U.S., the European Telecom Forum in Rome, and the European IT Banking Forum in Milan, Italy. Working with Corra on the European IT Forum are **Miriam Cavalloni**, senior manager; **Francesca Dal Moro**, project manager; **Jennifer Cancian** and **Paola Ferrari**, conference specialists; and **Katia Schiavi**, conference assistant.

DEMOmobile

continued from page 1

was "very engaged" with the forum's speakers and product demonstrators. "Reaction to the speakers – particularly to material presented on the future of interfaces for mobile products and the youth market – was very positive, the consequence of which will be seen in a new generation of products and mobile technologies that will set the standards for new usage models and product categories."

IDC Senior VP of Communications and Internet Research ***Gigi Wang*** *talked about what entrepreneurs focusing on wireless devices need to know about users in the corporate space.*

Among the products demonstrated at past DEMOmobile events are the Palm VII wireless personal digital assistant, IBM ThinkPad Wireless Solutions and Lotus Mobile Notes. Thirty-one firms were chosen to introduce their mobile products at this year's show, ranging from Copytalk's PDA-enabled service that takes dictation and creates e-mails and appointment notices to SimpleDevices' SimpleAuto, a wireless digital audio receiver for the car.

Forbes said each demonstrator is personally selected by either Shipley or him. "We meet with each company to review their submissions. This year we looked at something like 300 companies in the preceding seven months, which is about the same level as last year.

"Some of the technologies shown at DEMOmobile 2001 were really innovative," Forbes continued, noting that the demonstrators "all did a great job of positioning new technology that will drive new mobile usage models." Executive Forums research estimates that by the end of the three days DEMOmobile created more than 18 million Web impressions for the companies demonstrating new products at the show.

Among the products demonstrated at past DEMOmobile events are the Palm VII wireless personal digital assistant, IBM ThinkPad Wireless Solutions, and Lotus Mobile Notes.

Among the 13 sponsors of this year's show were Nokia Venture Partners, Microsoft Corp., NEC Computers, Inc., *Computerworld*, *InfoWorld* and PR Newswire.

Forbes said he works on DEMOmobile throughout the year, receiving assistance and tips on emerging technologies and companies from people at other IDG business units, including Network World President and Editorial Director and Vortex Executive Producer **John Gallant**, *InfoWorld* Editor-in-chief **Mike Vizard** and IDG Ventures Managing General Partner **Pat Kenealy**. The initial screening of demonstrators, however, began at February's DEMO 2001 (see *IDG World Update*, March 5, 2001). "In fact, a prototype of one of the products shown at DEMOmobile 2001 was quietly being shown to a small handful of key executives in a hotel room at DEMO," Forbes said.

Marketing for DEMOmobile is done by direct mail, through personal contacts, at other shows in the DEMO line, and through Executive Forums' e-mail newsletters. "*DEMOletter Weekly Edition* was a big help in driving attendance and awareness of the show this year," Forbes noted. "Our experience is that there's a very high awareness of DEMO among entrepreneurs and investors. However, we continue to actively market the shows to increase the pool of attendees and demonstrators."

IDG Executive Forums' DEMO line of shows – which includes DEMO and DEMO@Vortex, an hour-long segment at Executive Forums' Vortex's conference – gives attendees a first look at upcoming technologies.

"We continue to look at market segments and geographies where the DEMO mission — to bring the best products as they come to market together with the most influential investors, media and industry executives — provides real value," Shipley said. "We plan to produce our first international DEMO, DEMOeurope in Lille, France, in September 2002, for example."

DEMO shows are not just the work of its two producers, Forbes concluded. "Everyone within Executive Forums is involved. We have some very gifted employees in operations, registration, marketing and among the executive team, all of whom get high customer satisfaction ratings in surveys we conduct after every event."

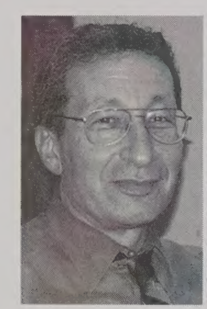
Forbes added a personal note to the success of the show. "A major highlight was the support of my co-workers and of IDG for this year's show. I had a serious health incident about three weeks before the show. Chris, [Forums' President] **Lia Lorenzano** and every member of Executive Forums stepped in to make the event as stressless as possible for me."

For more information go to www.idgexecforums.com/demomobile/ or contact Jim Forbes at jim@demo.com.

noteworthy people

Minkovitz

ALLISON STAMM


Levitt

IDG WORLD UPDATE

Dlott

Promotions

IDG Research Services' **Albie Minkovitz** has moved up from research associate to senior research associate. "Albie has been an invaluable member of the Competitive Analysis team, processing literally thousands of reports each month for our clients and keeping all of them happy — no small feat!" said Director of Competitive Analysis **Allison Stamm.** "She has been taking on more and more responsibilities over the past few months, and this promotion is in recognition of her changing role within the group."

New employees

BioIT World President and CEO **Morris Levitt** was most recently executive vice president and head of the Healthcare, Pharmaceutical and Science Division of Advanstar Communications, Inc., based in New York and New Jersey. Publications under his supervision included *Pharmaceutical Technology*, *Pharmaceutical Executive*, *Biopharm* and *Applied Clinical Trials*. He was also responsible for the launch of *Pharma Genomics*. From 1981 to1999 Levitt held a number of executive positions with PennWell Publishing Company, including serving on the executive committee of the PennWell board of directors. He has a B.S. in physics from Case Institute of Technology (now Case Western Reserve University) and a Ph.D. in physics from Colombia University. Levitt also served as a director of the media audit organization BPA International from 1999-2001.

Transfers

Madeleine Dionne, previously executive assistant to IDC President and CEO **Kirk Campbell**, has signed on for a similar role at IDG's newest business unit, BioIT World, working with President and CEO Morris Levitt. Madeleine celebrates her 17th anniversary with IDG this month.

Returning employees

Caryn Dlott, who logged nine years at Computerworld before signing on at TechTarget.com as an account executive, has accepted a similar position at ITworld.com. Caryn has a B.A. in Russian from the University of Vermont in Burlington, Vt.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Mac Publishing

continued from page 1

remained, IDG and Ziff Davis made the decision to merge our two Macintosh publications — *Macworld* and *MacUser* — forming a 50:50 joint venture in August 1997," he said.

And though the four-year partnership was "always amicable, IDG has always been and continues to be more supportive of and committed to the Macintosh market than has Ziff," Crawford said, adding that with the release of its new Unix-based Mac OS X, Apple looks well-positioned for significant growth. "Apple's new Mac OS X is a major shift from previous versions and we are expecting third-party developers to announce many new programs for it over the coming months. We expect to draw in advertising from developers new to the Macintosh platform who will find that their message will reach the most active Mac buyers within the pages of *Macworld*."

> *Though the four-year partnership was "always amicable, IDG has always been and continues to be more supportive of and committed to the Macintosh market than has Ziff."*
>
> — Colin Crawford

"The decision to fully reincorporate the Mac Publishing properties into our established global *Macworld* product line reflects our commitment to the Mac market, our belief in its future and our strategy of delivering our content across print, online and event platforms," said **Kelly Conlin**, IDG president and CEO. *Macworld* is currently published by IDG in nine countries including Australia, France, Germany, Italy, Spain, Sweden, Turkey and the U.K. Macworld Conference & Expo, owned and produced by IDG World Expo, is held twice yearly in New York and San Francisco. This popular show continues to break attendance records year over year, this year becoming the No. 1 technology trade show in both cities.

Headquartered in San Francisco, Mac Publishing currently has 47 very happy employees. "We're looking forward to once again being able to access IDG's extensive resources including IDC's in-depth market data as well as IDG's professional sales and marketing tools," said **Sharon Cordesse**, marketing communications manager. "And of course there's IDG's extensive employee benefits and the excellent ESOP program for which we're once again eligible!"

For more information, contact Sharon Cordesse at scordesse@macworld.com.

Coming soon: The 2002 IDG Business Unit Directory

An updated version of the spiral-bound IDG Business Unit Directory is now on press. Copies will be distributed to country managers and business unit presidents in early November.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Lloyd Cohen *IDC*
Nancy Mallette *IDG*

19

Ruben Argento *IDG Argentina*

17

Madeleine Dionne *BioIT World*

16

Carol Spach *CXO Media*

15

Jeff DeBalko *IDG Global Communications*

14

Pascal Gautier *IDG France*
Lew McCreary *CXO Media*

13

Don Kennedy *IDG Australia*

12

Pasquale Bourg-Meyer *IDG France*
Christie Combs *IDG Communications*
Javier Rodriguez *IDG Spain*
Gisela Nerke *IDG Germany*
Marco Tennyson *IDG Italy*

11

Marta Cabanillas *IDG Spain*

10

Darren Whiteman *IDG U.K.*
Martin LaMonica *InfoWorld*
Jean-Pierre Antonio *IDG France*
Pascal Boiron *IDG France*
Domingos Rodrigues *IDG France*

9

Joseph Loiselle *IDC*
Terry Sanders *Network World*

8

Peter Mayer *InfoWorld*
Paul Curthoys *IDG Games Media Group*
Lisa Bloom *IDC*
Jan Winser *IDG Australia*

7

William Manning *IDC*
Traci Gere *IDC*
Sharon Cordesse *Macworld*
Emily Berman *IDG Research Services*

6

Nathalie Boisson *IDG France*
Sari Kalin *CXO Media*
Hana Barker *CXO Media*
Sandra Hughey *CXO Media*
Lisa Brown *CXO Media*
Gerda Tausch *IDG Germany*
Yasuhiro Watanabe *IDG Japan*

5

Natasha Sum *Computerworld Singapore*
Robin Morris *PC Advisor*
Maya Roux *IDG France*
Jim Barrett *CXO Media*
Jacqueline McLean *IDC Canada*
Raymond Boggs *IDC*
Amy McCabe *IDG List Services*
Betty Mulder *IDC Benelux*

4

Connie Yip *IDG Hong Kong*
Cathleen Moore *InfoWorld*
Jean-Christophe Caron *IDC France*
Esther Ng *IDC Hong Kong*
Terri Haas *CXO Media*
Mark Melenovsky *IDC*
Jill Keaveney *Network World*
Nick Harvey *IDG Communications*
Michelle Lee *Computerworld*
Andrew Glassock *IDG Australia*
Claudia Susanne Wolff *IDG Germany*
Masaaki Moriyama *IDC Japan*
Ryuta Nasukawa *IDG Japan*

3

Patricia Bouvier *IDG France*
Stéphanie Dupire *IDG France*
Philippe Saül *IDG France*
Ellen Romanow *CXO Media*
Ellen Morey *CXO Media*
Kevin Dunne *IDC*
Susan Bishop *IDG Global Solutions*
Rikke Page *IDG Global Solutions*
Doug Gray *IDG News Service*
Sarah Hansen *IDG*
Nuria Garcia *IDG Spain*
Moira Keating *IDC*
Ulrike Hausberger *IDG Germany*
Nobuo Toyoshima *IDG Japan*

2

Frederik Koppmann *IDG Switzerland*
Zarah Damji *IDC U.K.*
John Neel *InfoWorld*
Alec Wagner *InfoWorld*
Steve Lee *InfoWorld*
Glen Stanton *InfoWorld*
Leïla Najeh-Bienfait *IDG France*
Claire-Hélène Kujas *IDG France*
Jean-Luc Rognon *IDG France*
Stéphania Costa *IDC France*
Jeff Spitzer *IDG Games Media Group*
Michael Hall *IDC Hong Kong*
Shannon Macdonald *CXO Media*
Charissa Lau *IDC Canada*
John Greco *IDC*
Tracy Floyd *IDC*
Kenneth Presti *IDC*
Micahel Schaeffer *IDC*
Patrick Hill *IDC*
Nancy Wyatt *IDC*
Jo Nicol *IDG Global Solutions*
Ian Lamont *Network World*
Elizabeth Price *Network World*
James Cope *Computerworld*
Eugene Demaitre *Computerworld*
Ardley Yee *IDG*
Debra Strauss *IDG World Expo*
Romolo Pusceddu *IDC Benelux*
Louiza Pells *IDC U.K.*
Iris Haug *IDG Germany*
Maiko Sano *IDG Japan*
Miyuki Tokita *IDG Japan*
Trish Hawkeswood *IDG New Zealand*

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Martin Ottomeier *IDG Germany*
Otto Klusch *IDG Germany*
Verena Zach *IDG Germany*
Claudia Capello *IDG Germany*
Tanja Braun *IDG Germany*
Ana Angelovska *IDG Germany*
Riem Sarsam *IDG Germany*
Anja Garbarsch *IDG Denmark*
Dan Nin Andersen *IDG Denmark*
Søren Lauridsen *IDG Denmark*
Martin Wijaya *IDC Singapore*
Amanda Fox *CXO Media*
Linda Viggiano *CXO Media*
Maria Orareo *CXO Media*
Jennifer Landry *CXO Media*
Michael Hyjek *IDC Canada*
Amy Norcross *IDC*
Scott Tiazkun *IDC*
Daniel Stokes *IDG Global Solutions*
Toni Kistner *Network World*
Gracie Vela *Network World*
Tina Silveira *IDG Recruitment Solutions*
Matika Angkatavanich *IDG Global Solutions*
Alan Thompson *IDG.net*
Richard Devlin *IDG*
Mary Lapsley *IDG*
Joann Pustizzi *IDG*
Heather Meninno *IDG World Expo*
Siobhan Chapman *IDG Australia*
Fabio Ferreira Innocencio *IDC Brazil*
Janet Chew *Computerworld Singapore*
Amy Taylor *ITworld.com*
Vladimir Zelinski *ITworld.com*
Dana Frieman *ITworld.com*
James Kim *ITworld.com*
Darran Blatch *IDC U.K.*
Gary Duncan *IDC U.K.*
Ron McGeary *IDC U.K.*
Tomoki Uechi *IDC Japan*
Akemi Mizuhashi *IDG Japan*
Marco Bertoli *IDG Italy*
Claudio Leonardi *IDG Italy*
Ilaria Roncaglia *IDG Italy*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

employee heroes

Volker Heistermann: Dedication shines through

FRANCIS MAO

What typifies an IDG Hero? An IDG Hero is someone who embodies one or more of IDG's Corporate Values, makes an extra effort to help a client or co-worker, saves the business unit money, streamlines its operations or just has a great attitude toward IDG and the IDG family. First in this continuing series of profiles is IDG Communications Manager of Market Intelligence ***Volker Heistermann****.*

"The most distinguishing characteristic about Volker – besides his German accent – is the fact that he truly loves his work," said IDG Communications VP, Marketing **Catey DeBalko**. "He is thorough and dedicated and enthusiastic about what he does and it shines through to the clients and agencies he works with."

Heistermann's job entails researching IT-buying process and trends for IDG's top 30 advertising clients. He does this by scouring the IT trade press, IDC reports and the Internet and attending trade shows to collect the latest industry information. "It's something our clients and their ad agencies want on a regular basis," he said.

He also fields requests from IDG's sales teams for company-specific data and statistics and distributes industry news to IDG business development executives.

"Every time we have asked Volker to help with a top 30 account, he has provided us with analysis, reports, articles, insight, industry analysis — fantastic information that has given us a competitive advantage in the field," said **Donna Pomponi**, Network World regional sales manager. "He is not only bright and his work the best I've seen, he is always eager to help, even if it means more work. Every sale starts with preparation, and, thanks to Volker, we are the best prepared sales force in the industry. Walking into an account fully understanding their market, competitive set and projections gives us the confidence and the client the assurance that IDG is their best business partner."

IDG WORLD UPDATE

Now based at IDG Communications' San Francisco office, ***Volker Heistermann*** *began his IDG career in 1997 with IDG Marketing Services, now known as IDG Global Solutions.*

"Volker's continuous contributions across all of IDG are more significant than many people may know," said IDG Communications VP Business Development **Kevin McCluskey**. "His in-depth knowledge of our industry and detailed research presentations to our agency clients are an intricate part of our selling process. He educates media personnel on various technology topics, which permits us to present integrated IDG media solutions that are better understood by these buyers."

"I don't think there's a single person at IDG Communications who hasn't benefited from Volker's work, and he is extraordinarily well respected throughout the company," DeBalko said. "I am personally grateful to have him as a key part of the marketing team at IDG Communications." WU

Nominate a hero

Do you work with someone whose commitment to serving customers -- be they internal or external -- is inspiring? Has someone in your department recently made a suggestion that's saved the company money or streamlined a procedure that's saved time?

All IDG employees are invited to nominate deserving colleagues to be profiled in this ongoing feature. Please send the employee's name and a brief description of what makes them an IDG Hero to: world_update@idg.com. *IDG World Update* will enter both your name and the nominated employee's name into a random drawing, to be held in late December, for a pair of $50.00 American Express gift certificates.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this week's issue:

Sharon Cordesse, *Mac Publishing*
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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/ InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on at www.idgworldupdate.com.

IDG World Update

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WWW.IDGWORLDUPDATE.COM

IDG showcases global strength in month-long agency effort

Corporate Trade Show and Event Manager ***Jane Benoit*** *puts the finishing touches on IDG's display in Arnold Worldwide's Media Gallery.*

IDG WORLD UPDATE

The 150 employees at Boston-based ad agency Arnold Worldwide spent last month learning a lot more about IDG thanks to some quick thinking by *Network World*'s **Donna Pomponi**, a lot of hard work on the part of the IDG Communications team and a little luck.

On a visit to the agency in the spring of 2000, Pomponi, *Network World*'s senior district manager, was impressed by a series of huge reproductions of *Rolling Stone* covers lining one of the company's main corridors. "I remember they were larger-than-life images of some very famous people, but I was thinking how much better our own publications would look up on that wall," she said. Pomponi made some inquiries and discovered that the agency routinely invited various media companies to showcase their products for month-long stints in what it refers to as its "Media Gallery." Pomponi signed IDG up on the spot, her enthusiasm dampened only slightly by the two-year waiting list.

However, just nine months into the wait, Pomponi got a call from a contact at the agency informing her that due to a last-minute cancellation, IDG could have this year's September slot. At this point, the IDG Communications team stepped in to or-

continued on page 5

CIO Germany fills need for IT-focused business publication

With this month's launch of *CIO Germany*, IDG addresses a need in the local market for a business publication that focuses on IT issues.

According to **Peter Townsend**, sales director of IDG Global Solutions (IGS) Germany, there is no focused publication in the German market for IT business decision makers. "CRM, supply-chain management and other industry issues dramatically affect how a company does business," he said. "For example, what type of e-business strategy a company runs is a business decision not an IT decision. IT publications here don't cover that, and neither do business titles."

"With German business publications focused on non-IT-related matters, and the country's IT publications focused on technology products and breaking news, there was clearly a gap that needed to be filled," said **Ralph Peter Rauchfuss**, managing director of Computerwoche Verlag, which is publishing *CIO Germany*. "*CIO Germany* [will provide] Germany's growing community of senior IT decision makers with access to information that clearly and concisely links business and technology-related issues in terms they can understand and put into action."

Emphasizing case studies and interviews with prominent regional industry leaders, *CIO Germany*'s editorial will be 98% locally produced. Key staff members are Publisher **Karin Giffhorn**, Editor **Heinrich Seeger**, Sales Director **Henriette von**

continued on page 6

> *"With German business publications focused on non-IT-related matters, and the country's IT publications focused on technology products and breaking news, there was clearly a gap that needed to be filled."*
>
> *— Ralph Peter Rauchfuss*

newsworthy in brief

CW Singapore Reader's Choice Awards honor product, service excellence

Computerworld Singapore's Annual Readers' Choice Awards were established seven years ago to provide a yardstick for product and service excellence in the Singapore IT industry from the perspective of IS professionals and decision makers.

This year, 38 awards were presented at a gala dinner last month, which was attended by top executives from the IT industry as well as *Computerworld Singapore* readers and corporate IT users.

The winners emerged from a poll of 5,000 *Computerworld* readers who were asked for their choice of the best IT products and services based on factors such as price, performance and functionality.

"The awards recognize the inroads made by IT vendors, companies and individuals in the local market," said **Tan Ee Sze**, editor of *Computerworld Singapore*. "These 38 products and services have won the endorsement of those who have had first-hand experience in working with them and are best positioned to assess their strengths and their weaknesses."

A total of 1,019 responses were received for the survey, which was conducted in April. "We are happy with the response rate of 20%, which compares well with the industry standard of 3% to 5% for a 'good' response," said Tan.

This year's survey covered five main areas: hardware, networking, software, Internet and service providers. Each year, the individual categories in each area are reviewed and updated to ensure that they reflect the prevailing technologies, products and services that are being deployed in the enterprises.

Three vendors — SAP, IBM and Microsoft — were listed in the Roll of Honor for topping their respective categories for five consecutive years, while the inaugural Catalyst Award for most promising local IT company went to software security player iSprint Innovations.

Members of the Computerworld Singapore staff were on hand to help honor the winners in the publication's seventh Annual Readers' Choice Awards. From left: ***Annabel How****, advertisement manager;* ***Dayenne Sipaco****, staff reporter;* ***Tina Pang****, advertisement manager;* ***Tan Ee Sze****, editor;* ***Modh Yasin****, graphic designer;* ***Janet Chew****, editorial coordinator; and* ***Melanie Liew****, business editor.*

Finnish licensee produces show daily for country's largest IT show

During Finland's largest IT show, held earlier this month in Helsinki, the staff of *Tietoviikko* produced the show daily and publicized a new e-mail newsletter.

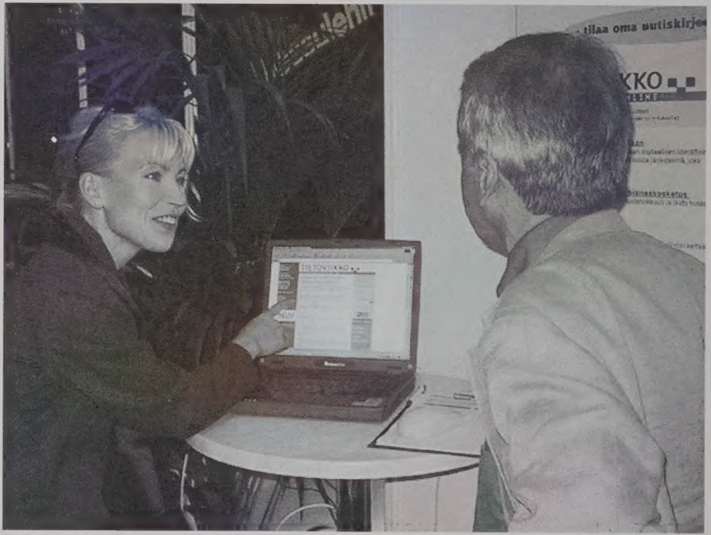
Tietoviikko, the Finnish equivalent of *Computerworld*, recently launched a free, daily HTML-based e-mail newsletter containing the top IT news stories on www.tietoviikko.fi. The staff plans to expand the service by adding additional newsletters on specific topics such as mobile devices.

Currently there are 2,500 subscribers; the goal is at least 5,000 by December. *Tietoviikko* itself has a print run of 41,000 and is the leading weekly IT publication in Finland.

Editor-in-Chief **Timo Tolsa** said the staff has been very successful selling the e-newsletter's two ad slots, each running for a week.

During the "That's IT" expo, the names of attendees who subscribed to the newsletter at the *Tietoviikko* booth were entered into a daily drawing, with winners receiving a free DSL line for a year from a local telecom carrier.

For the third consecutive year, *Tietoviikko* produced the show daily for That's IT. An eight-person news team produced the three special issues. On days two and three, 11 pages were redone to accommodate news from the show floor while the rest of the 36-page newspaper, with content on broader product groups and notable exhibitors, stayed the same. There was also a 12-page catalogue insert from the expo organizer with one fresh page daily.



Editorial Coordinator ***Niina Ihalainen*** *and Editor-in-chief* ***Timo Tolsa*** *demonstrated the e-mail newsletter at the Tietoviikko's booth.*

"This was a good business that could perhaps have been a bit better if we had allowed daily changes to the ads as well, but we didn't want to risk problems with the production process in such a tight timeframe," Tolsa said.

For more information contact Timo Tolsa at timo.tolsa@talentum.fi.

executive Q and A

John P. O'Malley
The president of IDG Global Solutions in the U.S. and Europe, Middle East and Africa (EMEA) is this week's guest columnist. He may be reached at john_omalley@idg.com.

Q Describe IDG Global Solutions' organization.

A IGS exists to service those international clients and agencies that wish to buy their media regionally or globally. Most offices are small, and the salespeople must be versatile enough to sell into any of IDG's 300 print titles and Web sites. As an example, the Staines, U.K., office services the U.K., the largest IGS market, and has several specialist sales groups: Business Development, which focuses on clients throughout EMEA and also supports Global Accounts (based in the U.S.), International Sales, which focuses on the agencies that are based in the U.K., and Online Sales, which concentrates on the interactive agencies in London and supports online sales activity throughout the IGS network. Because of their size other IGS offices tend to be structured similarly to the International sales group and draw upon the U.K. specialist sales groups as required.

Q As of Oct. 1 you have responsibility for IGS in the U.S. as well as IGS EMEA. Will you be implementing any changes for IGS in the U.S.?

A As the name IDG Global Solutions suggests, it is imperative that clients and agencies perceive us to be one seamless organization wherever they talk to us around the world. We need to find a balance between implementing the best IGS practices and ideas globally and the creativity that only the people in their local market can provide. If we get this right, we will be very successful. Every IGS office is filled with smart people and ideas. We need to harness these by improving our communication and forming virtual teams that can provide truly outstanding service to our customers. I want to ensure that all IGS offices focus on our mission statement and in doing so we can highlight any areas in need of development. Our focus has been on improving efficiencies, linking best IGS practices and rationalizing operations to make our company leaner and more effective in EMEA as well as in the U.S.

Q How does your team apply the IGS mission statement on a day-to-day basis?

A No matter how good our people are, we will not win if we are not focusing on the right issues with the right attitude. The application of the mission statement is "to use our extensive knowledge of the IT market and media landscape to enhance the marketing potential of our clients and agencies, so that we increase IDG revenue, yield and marketshare." This positions IDG as a global/regional partner to its clients, ensuring that IDG Global Solutions continues to achieve greater profitability for IDG.

Q One of IGS' goals has been to bring IDG business units closer to the international customer. How has IGS done this in the past and what are your plans for FY02?

A During the past year IGS has arranged several events to help in this regard: the European Sales Workshop in London last November where Dell and Compaq spoke, the Global Briefing in San Francisco where Canada and various European business units had the opportunity to meet with American clients and agencies and the international launch of *CIO Germany*, where the entire launch team met with the largest London agencies and a good selection of clients. In addition IGS regularly arranges one-on-one meetings between publications and agencies. Going forward, it is difficult to see how we can keep up this level of activity in the current climate, so we intend to make up for this by making regular electronic updates for the local business units part of our very successful Country Advocate program. Most of the Staines salespeople are Country Advocates who maintain an efficient two-way flow of information between their particular local business unit and all parts of IGS.

Q Give an example of IGS' integrated approach that benefits clients and as well as IDG units.

A In response to Nokia slashing their advertising budget in August, we developed a program that recovered most of the lost bookings. It involved IDC writing a white paper, which Nokia hosted online, and it was distributed in *Computerworlds* and *Network Worlds* in seven countries, fully translated for the local audience. This revenue was incremental, unique to IDG and more profitable than normal activities.

Q Have you seen EMEA market share suffer in this difficult year?

A For just the top 30 IGS clients in Europe, market share has actually risen to 37% for the 12-month period ending August 2001, up from 31.7% for the same period ending August 2000 (source: Media Monitoring Service, September). To put the IDG position in perspective, we are solidly No. 1 — you would have to add VNU's market share to the next seven competitors to equal IDG's market share. For the past six years of IGS' existence, IDG/IGS has held the lead in market share for all of that period. It has grown its share organically over that time while VNU has strengthened its position through acquisition.

IGS U.S. and IGS EMEA at-a-glance

U.S. locations Framingham, Mass., San Francisco. Employees: 16

EMEA locations Staines (U.K.) Paris, Munich, Haarlem (Netherlands). Employees: 53

Mission To build and maintain IDG market share internationally by delivering high-quality products and services that exceed our customers' expectations.

Key contacts U.S.
- Director of Strategic Accounts **Chip Zaborowski** (East Coast)
- Director of International Accounts **Larry Arthur** (West Coast)

Key contacts EMEA
- Staines: VP/EMEA Business Development **Matthew Yorke**
- Paris: Vice President/International Sales **Frederic Bonnin**
- Munich: VP/International Sales **Tina Ölschlager**
- Haarlem: Director/International Sales **Florence Schmit**

Most recent accomplishment
Signed global contracts with Sun and Oracle.

Budapest office celebrates 10 years as IDG subsidiary

Coming up

LinuxWorld Conference & Expo
Frankfurt
Oct. 30-Nov. 1
www.linuxworldexpo.de

U.S. Media Management Institute
(formerly the U.S. Publishing Institute)
Nov. 5-7
Costanoa Coastal Lodge
Pescadero, Calif.
Contact: **Laurie Parsons**
laurie_parsons@idg.com
tel: 508-935-4777

Internet World Japan
(held with Demo Japan/Fall and Streaming Media Japan)
An IDG Japan event
Nov. 20-22
Makuhari Messe, Chiba City
Chiba Prefecture
www.idg.co.jp/expo

Storage Networking World
(An IDG Japan event)
Nov. 26-27
Tokyo International Forum)
Tokyo
www.idg.co.jp/expo

Macworld Conference & Expo
Jan. 7-11
Moscone Convention Center
San Francisco
www.macworldexpo.com

Next-Generation: Web Services Conference
Jan. 15-17
(An InfoWorld event)
Palace Hotel
San Francisco
www.eventreg.com/nextgen/nextgen_1.htm

ÖRGY GYÖRGY

Of IDG Hungary's 70 employees, 18 have been with the company 10 years or more. (Left to right): PC World Art Director ***Agnes Radnoti****, HR Manager* ***Judit Fulop****, Prepress Editor* ***Zsuzsa Krammer****, Managing Director* ***Istvan Biro****, PC World Editor-in-Chief* ***Akos Bognar****, Circulation Assistant* ***Gyorgyi Birkus*** *(holding anniversary issue), Prepress Editor* ***Katalin Laszlo****, Graphics Editor* ***Eva Szegvari****, Prepress Editor* ***Anna Micskó****, Sales Representative* ***Zsoka Egyed****, Sales Representative* ***Ica Rodriguez*** *and Technical Manager* ***Imre Birkus****. Not available for photo: Office Manager* ***Agnes Hejjas****, Accountant* ***Bea Horvath****, Sales Representative* ***Katalin Kopacsi****, Computerworld Vice-editor-in-chief* ***Gabor Revesz****, Circulation Assistant* ***Krisztina Selmeczi*** *and Sales Representative* ***Agnes Karacsony****.*

IDG Hungary is celebrating 10 years of "editorial excellence and publishing leadership," as noted on the plaque from IDG Chairman **Pat McGovern** that now adorns the Budapest office.

To mark its first decade, IDG Hungary produced 2,000 copies of a special anniversary issue for its best partners and customers. Designed to be a keepsake, the issue explored the past 10 years of IT in Hungary, the rise of the Internet, the history of Hungary's entire IT media community (publications, events and online magazines), photos from IDG Hungary reader and customer events, speculation about the future of IT, and more. The issue, coordinated by *PC World Hungary* Editor-in-chief **Akos Bognar**, included four CDs containing sample past issues of *GameStar* and *PC World*.

While the official anniversary date was in March, IDG Hungary distributed the issue in September because it would be more well-read following the summer holidays and busy trade fair season before that.

10
IDG
JUBILEUM

IDG Hungary's flagship publication, *Computerworld Számitástechnika*, began publication in 1986 under the management of then-licensee Computerworld Informatika Ltd., which IDG purchased in 1991. With a circulation of 9,000 and a reach of 78,000, the weekly *Computerworld Számitástechnika* is the leading IT publication in the Hungarian market. IDG Hungary also produces *GameStar*, a two-year-old monthly magazine with a circulation of 19,700, and *PC World*, which has a circulation of 35,000.

Over the years IDG Hungary has had many achievements and enjoyed its time in the spotlight. In 1997, then-Hungarian Prime Minister Gyula Horn visited the IDG office in Budapest and logged onto its Web site to hold his first online press conference. The appearance generated so much traffic it caused the biggest strain on Budapest's best Internet service provider that it had ever experienced up to that time. During the 1990s, IDG Hungary's Web site at the time, iNterNeTTO, won numerous media excellence awards. In 1996, IDG Hungary set up a combination cybercafe and presentation area at the Hungarian Palace of Art as a way to help people become computer literate and to build visibility for the company.

For more information contact Managing Director **Istvan Biro** at ibiro@idg.hu.

IDG

October 22, 2001

Network Administrator/Web Production Assistant (PUB)
Publish Media, LLC seeks a Network Administrator/Web Production Assistant to assist and report to our Director of Internet Technology. The ideal person should have at least 1-2 years of network administration or desktop support experience supporting Win95-2000 and Mac. HTML is a must. ASP and SQL would be a plus. Publish Media, LLC offers a competitive salary and full benefits package that includes health and dental that start the first day of hire, an excellent 401k plan, health club reimbursement, and much more. *Location: Topsfield MA*
Interested candidates should email their resume to **newjobs@publish.com**

Receptionist (PCW)
IDG Central Services is looking for a dependable, customer-service minded individual to provide reception and other office support services for the IDG companies located at 501 Second St. Candidates must have a high school diploma or general equivalency certificate, be familiar with a 12-20 PBS or equivalent, have a general understanding of common office practices, and be proficient in basic e-mail and word processing. The ideal candidate will be able to prioritize multiple demands and remain professional and courteous at all times. *Location: San Francisco CA*
Contact: Email: **marc_mirabal@pcworld.com**

Office Assistant (GCM)
IDG Global Communications, a division of International Data Group, the world's leading technology media, research and exposition company is seeking a qualified individual for the position of Office Assistant. The Office Assistant is responsible for providing clerical and administrative support to the IDG Global Communications staff. In addition, the Office Assistant will be responsible for assisting with providing customer service. The position will report to the VP of Operations and Customer Services and will work closely with the Operations Administrator. Responsibilities include assisting with general office duties such as mail distribution, answering phones, filing, faxing, purchasing and data processing. Additional responsibilities include providing customer service for supported web sites which includes the administration of logins. Qualified candidates will have excellent interpersonal skills, be incredibly resourceful, highly organized, detail oriented, have strong PC skills and a working knowledge of MS Word, Excel and email.
Location: San Mateo CA
Contact: D. Garza, Email: **diana_garza@idg.com**

Research Analyst (IDC)
This analyst position will be responsible for contributing to IDC's research in key consumer markets. The individual will possess analytical capabilities and superior interpersonal communications skills. Responsibilities will include working with other analysts and independently to develop market sizing, forecasting, market share statistics, competitive analysis, and generally supporting our consumer devices research. The successful candidate will have excellent verbal and written communication, solid spreadsheet understanding, and be able to work as a team member with other IDC consumer device analysts. Forecast and analysis experience preferred. This analyst will be responsible for conducting research, market sizing, and analysis on HDTV and information appliance markets. Skills which are critical for this position include excellent communication (both writing and speaking), analytical thinking and a foundation of statistics/spreadsheet modeling. Public speaking experience is a plus. A background in consumer analysis/behavior or related consumer markets and/or forecasting and analysis experience is ideal. *Location: Mountain View CA*
Contact: Email: **idc_jobs@idc.com**

Research Analyst, IRS (IDC)
Responsibilities and Clients: The Investment Research Services (IRS) team is looking for a research analyst to handle the following primary responsibilities: (1) leveraging IDC resources to create a proactive project management/relationship with venture capital/private equity firms (2) responding to client inquiries and (3) writing timely research focused on IRS clients. The candidate will also have business development responsibilities which will involve supporting and participating in the lead generation and the renewal process. Skills and Professional Background: The candidate will have experience dealing with higher level partners, portfolio managers, analysts or associates in the financial community. The position requires strong analytical, quantitative, entrepreneurial, communication (oral and written) and excellent public speaking skills. A firm understanding of the IT and financial industry is essential. The ideal candidate will have 3+ years experience with a financial firm.
Location: Framingham MA
Contact: Email: **idc_jobs@idc.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Agency

continued from page 1

chestrate the company's participation. Each of IDG's five major product lines as well as *Darwin* and ITworld.com was asked to submit a recent cover (or in the case of ITworld, a house ad) that was blown up to a 3-ft by 5-ft poster and dry mounted. The group commissioned two 6-ft.-high banners touting the company's global media solutions including print, online, research and face-to-face products. ITworld.com helped create a continuous loop video that ran on monitors in the Arnold lobby and offered viewers a closer look at IDG's mission, customer testimonials, product line and global capabilities. Arnold employees were invited to participate in a contest designed to better acquaint them with the company as they studied the posters, literature and video in their lobby in search of the correct answers. And to top it all off, a party was planned for the end of the month at the agency.

Not only is IDG the first IT media company to be featured in Arnold's Media Gallery — joining such heavy hitters as AOL Time Warner, Hearst, Condé Nast, *Rolling Stone* and *People* magazine — but the effort gave IDG an unprecedented opportunity to reach individuals throughout the entire agency. "We were able to show our strength both as individual publications and as a single provider of a powerful portfolio of technology media solutions," said **Catey DeBalko**, IDG Communications director of marketing. "We were able to reach people at Arnold — media, account, creative — that we might not normally have an opportunity to meet. And we were able to emphasize the point that IDG is a global partner for Arnold."

From the IDG Global Solutions banner hanging in the lobby to the IDG Passport Contest complete with internationally themed prizes (IDG Communications gave away an atlas) to the leather travel portfolios and the internationally inspired food, the focus was squarely on IDG's worldwide reach.

"We hope that by getting extensive exposure with a wide range of people at Arnold we'll now have the opportunity to attract some non-endemic advertising from some of their consumer accounts," DeBalko said. "The Media Gallery sponsorship allowed us to communicate the value of our audience to an influential group of people which we hope will result in increased business for IDG."

The party's timing also had an unexpected benefit. Coming just weeks after Sept. 11, Pomponi said they weren't sure how many people would actually be in the mood for a celebration, but they needn't have worried. According to Arnold Media Director Peter Berstrom, who called the next day to thank Pomponi and IDG for what he called "the best party ever thrown by a publishing house at Arnold," the event was just what his colleagues had needed. "It's been difficult for many of them, coming into work at one of the tallest buildings in Boston, and last night was a welcome diversion," he said.

To try your hand at answering the eight questions in the IDG Passport Contest, see page 8.

For more information, contact Catey DeBalko at catey_debalko@idg.com. WU

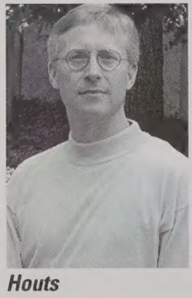
IDG WORLD UPDATE PHOTOS

*Above: Network World's **Donna Pomponi** (left) and IDG Communications' **Jane Benoit** survey IDG's display in Boston-based agency Arnold Worldwide's Media Gallery. Below: The pair in front of the IDG Global Solutions banner that hung in the agency's lobby for the month of September.*

> *"We were able to show our strength both as individual publications and as a single provider of a powerful portfolio of technology media solutions."*
>
> *— Catey DeBalko*

noteworthy people

Bader


Houts

Promotions

There have been four recent promotions within *Computerworld*'s sales department. Online Sales Manager **Gregg Pinsky** has been promoted to director of online sales/operations. **Matt Duffy**, previously online account executive, is now online sales manager. Sales Associate **Deborah Crimmings** rises to field marketing assistant, and **Maureen Grady**, field marketing executive in CW's Rochelle Park, N.J., office, has been promoted to account director. According to Senior VP/Associate Publisher **Sherry Driscoll-Coleman**, "each and every one of these folks have 'talked the talk and walked the walk.' They all have the right stuff and earned their promotion way before it was actually bestowed. They have all demonstrated significant contributions to the bottom line, perseverance and a can-do attitude, personal and professional growth, loyalty to *Computerworld* and patience in waiting for the rewards, and a real team spirit."

New employees

Govinda Bader joins IDG Communications' San Francisco office as director of online advertising operations. He was previously director of ad operations at AdTraffickers, a centralized outsourced ad operations company. He holds a B.S. in business administration from Humboldt State University in Arcata, Calif., and away from the office enjoys yoga and snowboarding.

Blanche Joyce is the advertising operations coordinator for ITworld.com. She was previously inside sales representative and office manager for KSA of New England. Blanche, who spent her early years in Puerto Rico, enjoys working out and traveling.

Returning employees

Previously InfoWorld's IT director before leaving to explore the world of technology startups – most recently as director of operations for Cogit Corp. – **Mark Houts** returns to IDG as vice president of media technology for IDG Global Communications in San Mateo, Calif. "Mark brings a tremendous amount of publishing, technology and Internet experience to our company," said GlobalComm President **Jeff DeBalko**. "Both **Diana** [**Garza**, vice president of operations] and I have worked with Mark in the past, and we are extremely excited about his return to IDG. Mark will be charged with driving the success of the new Global Web Support Center (GWSC) and will be working [to] develop and execute the GWSC business plan for FY 2002."

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

CIO Germany

continued from page 1

Giffhorn

von Wangenheim

Seeger

Martino

Wangenheim and Circulation Director **Canio Martino**.

The monthly's target audience, estimated at 300,000 in Germany, Switzerland and Austria, ranges from CIOs and CXOs to company owners and consultants. "The title may be different in various companies, but the job function will be the same," Townsend said.

CIO Germany will have an initial qualified controlled circulation of 55,000, which, in a target group of 300,000, is a reach of 18%. "In publishing terms this is the top end of the spectrum — general business titles will reach maybe 15% of their audience — and that doesn't include pass-along copies, which would make the reach even higher. We expect our circulation to be stable for the first 18 months," Townsend said.

Its competition is mainly the local business press, according to Townsend, but only 10% of their editorial focuses on IT and mainly trade shows and new products, while *CIO Germany* will focus solely on the IT decision maker. He noted that six German e-business titles have been shuttered in the last six months, reducing *CIO Germany*'s competition even further.

Europe's leading media agencies first learned about *CIO Germany* in May at a two-day event hosted by IDG Global Solutions in London. IDG Germany and IGS conducted presentations for representatives of 12 London-based European media agencies and senior executives of 11 key existing and potential European clients of *Computerwoche* and the *CIO* product line (see *IDG World Update*, August 6, 2001).The debut issue features such as advertisers Hewlett-Packard (which booked its ads on the spot at the May event), SAS, Dell, Accenture and SAP.

The launch of *CIO Germany* broadens the CIO product line to nine countries, including the U.S., Canada, Australia, New Zealand, Japan, Korea, China and India. IDG Poland is planning a *CXO Poland* launch at the end of this month.

For more information go to www.cio-magazin.de or contact Karin Giffhorn at kgiffhorn@computerwoche.de.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20

Lucienne Bosser *IDG France*

18

Karin Wirth-Wernitz *IDG Germany*

17

Nadine Gogibus *IDG France*

15

Thierry Grelet *IDG France*

14

Laurel Peddie *InfoWorld*
Cathy Viox *Computerworld*

12

Karen Rokkedahl *IDG Denmark*
Ginny Pohlman *IDG Global Accounts*
Angeles de la Marca *IDG Spain*
Martin Wallström *IDG Sweden*

11

Dan Gentile *Network World*
Donna Kent *IT Recruitment Solutions*
Katalin László *IDG Hungary*
Wilson Wan *IDC China*
Gloria Cunha *IDG Brazil*

10

Stephen Hendrick *IDC*
Glenys Mercado *IDG Global Communications*
Steve Pelosi *IDG*
Yumiko Ohshima *IDG Japan*

9

Martin Kybal *IDG Czech*
Vera Batorova *IDG Czech*
James Farley *IDC*
Lia Lorenzano-Kennett *IDG Executive Forums*
Lotta Kempe *IDG Sweden*
Maria Lindström *IDG Sweden*
Pedro R. da Costa *IDG Brazil*

8

Carolyn Johnson *CXO Media*
Sean Weglage *Network World*
Stephanie Faucher *Computerworld*
Alec Brown *IDG New Zealand*
Kent Persson *IDG Sweden*

7

Richard Morland *IDC U.K.*
Keith Waryas *IDC*
Mary Newton *Network World*
Sharon Stearns *Network World*
Gabriele Heilmann *IDG Germany*
Edward Porter *IDG New Zealand*

6

Mary Scanlon *Computerworld*
Jessica Larsson *IDG Sweden*

5

Pavel Houser *IDG Czech*
Jitka Vyhlidkova *IDG Czech*
Filip Kutis *IDG Czech*
Jordanka Slavcheva *IDG Bulgaria*
Krzysztof Frydrychowicz *IDG Poland*

4

Arnaud Beuvin *IDG France*
Petr Mandik *IDG Czech*
Brian McDonough *IDC*
Juan Carlos Perez *IDG News Service*
Caroline Bergengren *IDG Sweden*
Maritha Norlin *IDG Sweden*

3

Kristine Koropp *InfoWorld*
Lars Vestergaard *IDC U.K.*
James Eibisch *IDC U.K.*
Patrik Malina *IDG Czech*
Deni Ahnstedt *Network World*
Sheryl Hodge *Network World*
Jennifer Berger *Mac Publishing*
Ekapat Charleonlarp *IDG Global Solutions*
Györgyi Kun *IDG Hungary*
Gyula Papp *IDG Hungary*
Anders Dacke *IDG Sweden*
Carina Nilsson *IDG Sweden*
Ki Vesterberg *IDG Sweden*
Hansueli Kühni *IDG Switzerland*

2

Camille Kruse *InfoWorld*
Ron Bettencourt *CXO Media*
Claude Lavoie *IDC*
Nallisa Nally *IDG*
Kristina Nagy *IDG Hungary*
Mats Ståhlbröst *IDG Sweden*
Irené Alexander *IDG Sweden*
Jonas Lindholm *IDG Sweden*

1

Robert Magnuson *InfoWorld*
Masato Takeuchi *IDC Japan*
Mable Li *IDC Australia*
Rosanne Commisso *IDC Australia*
Cynthia Dong *IDC China*
Ryan Mulcahy *CXO Media*
Richard Voigts *IDG Czech*
Vladimir Plachy *IDG Czech*
Jakub Smolka *IDG Czech*
Jaroslav Kasal *IDG Czech*
Thomas Fitzpatrick *IDC*
Teresa Machado *IDC*
Pauline Correia *IDC*
Linda Goldrick *IDC*
Elaine Marcus *Computerworld*
Natalie Hambley *IDG Australia*
Yolanda Sanchez *IDG Spain*
Nicoline Schipper *IDC Benelux*
Bianca Tan *IDC Benelux*
Jeff Baker *ITworld.com*
Jeff Klein *ITworld.com*
Alexandra Heymowska *IDG Sweden*
Maaret Vilén *IDG Sweden*
Niklas Ekman *IDG Sweden*
Mikael Lindkvist *IDG Sweden*
Jenny Elmqvist *IDG Sweden*
Moa Mansén *IDG Sweden*
Per Danielsson *IDG Sweden*
Andrea Regina Renger Almeida *IDC Brazil*
Miriam Targon *IDG Brazil*
Viviane Paulucci *IDG Brazil*
Paula Zaidam *IDG Brazil*
Ricardo Minoru *IDG Brazil*
Kyuka So *IDC Japan*
Tadako Aoyama *IDC Japan*
Ryuichi Yokoyama *IDC Japan*
Noriko Moritomo *IDC Japan*
Kuniko Tanaka *IDG Japan*
Naomi Otsuki *IDG Japan*
Lisa Rhorer *InfoWorld*
Karine Bernard *IDG France*
Daniel Chaput *IDG France*
Anne-Marie D'Almeida *IDC France*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Check out World Update Online's Marketplace for classified ads

IDG World Update Online (www.idgworldupdate.com) has a Marketplace section that's open to employees worldwide. The following is a small selection of the For Sale listings:

Model trains
Looking to expand my layouts. Will pay fair price for your "N" or "HO" rolling stock, structures/buildings and accessories.
Contact: Tom Fitzpatrick, IDC, tfitzpatrick@idc.com, 508-988-7598

Monet print
Normandy seascape entitled "La Porte d'Amont, Etretat" has black wood frame and gray matte. Measures 42"W x 34 1/2"H. Asking $100.
Contact: Penny Sloane, CXO Media, psloane@cxo.com, 508-988-7558

Minolta 35mm SLR camera
Model circa 1983. Barely used. Asking $100 or best offer.
Contact: Patricia Smith, IDG World Update, patricia_smith@idg.com, 617-239-7826.

Try your hand at IDG's Passport Contest

Employees at the Arnold Worldwide agency were invited to enter IDG's Passport Contest last month by visiting a site hosted by ITworld.com and answering the following questions, designed to encourage them to become better acquainted with IDG.

IDG

Your passport to powerful technology buyers.

NAME:

TITLE:

EMAIL:

CIO darwin — NAME ONE TV SHOW THAT CIO OR DARWIN HAS BEEN SEEN ON."

darwin — WHAT FORMER WEBSITE MASCOT IS FEATURED ON THE COVER OF THE JULY, 2001 ISSUE OF DARWIN?

COMPUTERWORLD — WHAT IS THE MEAN PERSONAL IT SPENDING OF A COMPUTERWORLD READER?

InfoWorld — WHAT IS INFOWORLD'S CIRCULATION AND IS IT CONTROLLED OR PAID?

NetworkWorld — WHAT IS NETWORK WORLD'S WEB SITE ADDRESS?

PC WORLD — WHAT IS PC WORLD'S TAG LINE?

ITworld.com — THE ITWORLD.COM POSTER STATES THAT ITWORLD.COM IS THE LEADER IN WHAT TYPE OF INTERACTIVE MARKETING?

IDG — HOW MANY TECHNOLOGY BUYERS DOES IDG REACH WORLDWIDE?

INSTRUCTIONS: This entry form has eight questions that correspond to the IDG materials located in the lobby. Answers to all eight questions can be found in these materials - either on the posters, the framed product descriptions adjacent to the posters, or the video. Please answer all eight questions, fill out your contact information and place the completed entry form into the designated bin. If you have any questions about the contest, please contact your IDG representative.

The deadline for the contest is 3:00 PM on September 20th. All completed entries in the designated bin by that time will be eligible to win prizes in a drawing which will take place on September 20th during the IDG-hosted cocktail reception. You must be present to win.

ANSWERS: 1. Two Guys and a Girl, Friends, Judging Amy, Touched by an Angel, Just Shoot Me, Commitments (Telefilm on BET), Til Dad do Us Part (Telefilm on Fox Family Channel). 2. Sock puppet from Pets.com 3. 2.9 million 4. 370,000, controlled circulation 5. www.nwfusion.com 6. Technology advice you can trust 7. Broadband 8. More than 100 million

and finally.

The editors of *IDG World Update* would like to thank the people who assisted with thisissue:

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com. Employees can view IDG World Update Online on at www.idgworldupdate.com.

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WWW.IDGWORLDUPDATE.COM

CXO Media goes forward with Perspectives conference

Slightly modified agenda reflects renewed importance of disaster recovery

The 25th CIO Perspectives® conference took place as planned — with an updated agenda — thanks to the resolve of organizers, corporate hosts, speakers and attendees to carry on despite last month's terrorist attacks in the U.S. Immediately after Sept. 11, CXO Media debated whether or not to proceed with "Different Voices, Shared Visions: Getting Alignment Right," held Oct. 14-16 in Rancho Mirage, Calif. Buoyed by support from all involved, the Executive Programs staff forged ahead, making several additions to the agenda to address the renewed importance of disaster recovery and business continuity. Among them:

Members of the Executive Programs staff take a break from their organizational duties. Seated, l-r: ***Susan Weidman, Amy Sanderson, Sandi Hughey, Jeremy Draper, Brian Fuce, Mike Barbato, Paul Goddard****. Standing, l-r:* ***Lynda Rosenthal, Cynthia Mollus, Sherry Keyles, Cynthia Laird, Leah Graves****. Not pictured:* ***Heather Beauton, Annie Harney, Shellie James, Karen Peabody, Maria Power, Kristine Vibert****.*

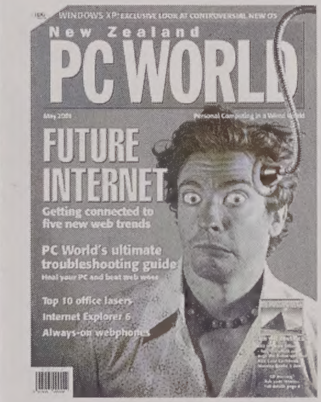
- A special address by John S. Gordon, U.S. Attorney from the Central District (Los Angeles), whose remarks opened the conference. Gordon warned CIOs about the possibility of future cyber attacks and beckoned CIOs to 1) strengthen their systems 2) be vigilant in monitoring and 3) report attacks to authorities.

continued on page 4

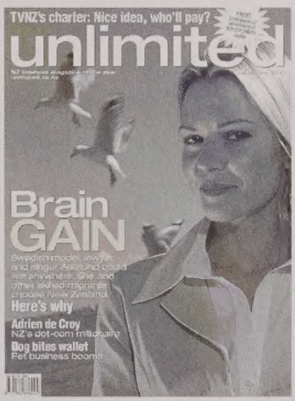
IDG New Zealand takes home high honors in annual MPA Awards

Martin Bell*, Publishing Executive of the Year*

Chris Keall, *editor of PC World New Zealand*



Business Magazine of the Year



Best Cover, Business

Best Launch, Consumer

IDG New Zealand cleaned up at this month's Magazine Publishers Association Awards, with three magazines taking top honors and IDG New Zealand General Manager **Martin Bell** named Publishing Executive of the Year.

"Martin Bell has been instrumental in the continued development of all our publications," noted IDG New Zealand Managing Director **Bob Pinchin**. "Under his leadership, we have seen across-the-board improvements in quality that have reaped subsequent gains in circulation and readership of many of our titles. This award is rich testament to the high regard in which Martin is held not just by his colleagues but also by the wider magazine publishing industry."

Among the magazines honored was *PC World New Zealand*, which won Business Magazine of the Year.

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in brief newsworthy

PCW Latin America Awards program underscores IDG's strength in region

For the third year, the Miami-based PC World Latin America team honored the best IT products and services in the region, helping to solidify the perception of IDG as an undisputed authority and underscoring the market-leading position of IDG's various *PC World* editions throughout the region.

In all, 32 products and services were selected from a field of more than 215 nominees and held up for special recognition at the gala black tie event attended by Latin America's most prominent IT industry leaders. "The PC World Latin America Awards are now the most important IT recognition program in the region," noted PC World Latin America Publisher **Trino Ramos**. "Nobody else even comes close."

A panel of 22 judges, two from each of IDG's 10 local Latin America *PC World* editions, as well as two from the PC World Latin America office in Miami, selected the winners based on a common set of criteria including product functionality and innovation, distribution and availability and technical assistance.

According to Ramos, the competition was so close this year that the group created a new category of award, The Rising Star Award, which was given to those products and services that earned scores that were just one or two points shy of the winners. In addition, one product is held up as Product of the Year; this year that honor went to the Palm m505.

"This year's event was a great success," noted Ramos. "We had a record number of companies who participated by purchasing tickets and sponsorships in one of the most economically troubled markets in recent history. And for the first time, the event made a profit for PC World Latin America."

For more information, contact Trino Ramos at trino_ramos@idg.com. WU

*IDG International Publishing Services President **David Hill** presented PC World Latin America's Product of the Year award to Palm, Inc. for its Palm m505.*

*PC World Latin America Publisher **Trino Ramos** called this year's event a "great success" that turned a profit for the company.*

*(Clockwise from bottom): PC World Brazil Publisher **Carlos Salvato**, IDG Global Solutions U.S./EMEA President **John O'Malley**, Beatriz Caula de Ramos, PC World Latin America Publisher **Trino Ramos**, IDG International Publishing Services President **David Hill**, PC World Mexico Publisher **Ricardo Castro**, PC World Venezuela Vice President/Sales and Marketing **Edgard Marteletti**, Avenue S.A. (publisher of PC World Argentina) Chairman and CEO **David Exposito**, Ediworld (publisher of PC World Ecuador) President **Rafael Roldan** and PC World Latin America Managing Editor **Elinet Medina**.*

Modified regional approach works in Latin America

Based in Miami, the eight employees of PC World Latin America provide a monthly core of common content for each of the 10 *PC World* editions in Latin America. The editorial staff of each edition supplements this core content with local editorial material. In addition, PC World Latin America serves as the IDG Global Solutions office for sales into Latin American editions of *PC World* and *Computerworld*. *PC World* is currently produced by subsidiaries and licensees in: Argentina, Costa Rica, Venezuela, Brazil, Mexico, Ecuador, Colombia, Chile, Panama and Peru.

executive Q and A

Michael Borisov
The publisher at Open Systems Publications, IDG's Russian publishing partner, is this week's guest columnist. He may be reached at mike@osp.ru.

Open Systems Publications at-a-glance

Year Open Systems Publications was established December 1993

Year relationship with IDG established 1995

IT publications produced under license with IDG
Mir PK (*PC World*), circulation: 47,000
Computerworld Russia, circulation: 30,000
Seti (*Network World*), circulation: 15,000

Web sites www.osp.ru
www.computerworld.ru
www.pcworld.ru
www.nets.ru

Q Your first career was in science. How did you make the successful transition to publishing?

A My educational background is in nuclear physics (I have a degree from Moscow Engineering Physics Institute) and spent five years as a nuclear explosion researcher. Nuclear physics is much more of a philosophy than a technical discipline and allows you to explore how things work. You are able to build a model of any phenomenon in your mind. To be a nuclear physicist means to be an engineer, software engineer, electronic design engineer, mathematician, philosopher, technical translator and writer simultaneously. After this, it's relatively easy to become a layout designer or editor, to understand press and prepress processes and to learn publishing economics and management. The publishing process itself is simple. The publishing business is not so clear, but is greatly aided by good luck and a natural affinity for the business that is not dependent on a specialized educational background.

Q The Russian economy suffered a dramatic decline two years ago along with a major devaluation of the ruble. Yet OSP's publications came through this difficult period in good shape and gained market share along the way. What steps did you take to deal with this difficult business environment?

A There was a dramatic drop for overheated banking and federal obligations while for the "bricks-and-mortar" economy the situation presented a major opportunity. Because foreign production became three to four times more expensive, local Russian manufacturers were able to increase their share. We consider OSP to be a local bricks-and-mortar economy organization: we print in Russia on Russian paper, so our expenses were three to four times less than those of our competitors who use foreign printers and paper purchased abroad, which allowed us to reduce the price we charge for ads significantly while competitors could not. So, while the overall advertising market dropped off, OSP's market share increased dramatically. And during this time when our competitors were trying to decide whether to stay in the market or not, we were focusing on how to build business in this new economic reality.

Q How developed is the Internet economy in Russia? Are many online companies/Web sites profitable there?

A As far as I know, there are no profitable Russian Internet companies at present. About a year and a half ago, there was some enthusiasm when several companies were sold to venture capitalists, but when the U.S. stock market started to slide, so did the enthusiasm for these online ventures.

Q Russia has undergone profound changes over the last 10 years. How far along is the Russian economic and legal infrastructure in adjusting to an open-market system?

A The changes to date are not enough and not nearly what we in the business community are asking for. I think it will take at least five to 10 years for meaningful change to occur and that must include reasonable and carefully worked out refinements to the legal system.

Q We hear you have no newsstand returns in Russia, whereas in many other countries including the U.S. returns of 50% and more are normal. What's your secret for this perfect record in newsstand sales?

A It was perfect. Now we have returns of about 7% to 15%. But it's not as good as it sounds. Distribution companies in Russia take only the number of issues they are certain they can sell — no extra copies. Some newsstands have never carried our publications and are reluctant to add our titles. It's a big problem — especially when we launch new projects. To address the problem we developed our own distribution network, which now has 48 points of sale in all major cities of Russia.

Q We read there are promising opportunities in Russia for foreign companies willing to invest there — high demand and low supply in the local printing industry, for example. If Bill Gates asked you for financial advice about Russia, what investments would you recommend to him there?

A You can invest in Russia in any bricks-and-mortar sector in any industry. I believe that investment opportunities will become better and better while those in the U.S. may decline. But again, I'm talking about bricks-and-mortar industries where healthy profits are the goal, not inflated stock prices. So Bill Gates is not a likely investor —- he had indicated this. He thinks only virtually and hasn't understood that now is the time to invest in the bricks-and-mortar economy. Only one online company, AOL, has successfully adopted this strategy. They negotiated a very good deal (Time-Warner) when their shares were at a peak.

CIO

continued from page 1

- An exclusive lunch presentation, "Getting the Market Back Up and Trading," by Gregor Bailar, Nasdaq's CIO and executive vice-president, Information Technology and Operations, who shared his Sept. 11 experiences and how he was able to lead Nasdaq's preparation for the Sept. 17 reopening of the stock market.

- A CIO Town Meeting: Strategies for a New Reality, hosted by *CIO* Magazine Editor-in-chief **Abbie Lundberg** and featuring several of the conference's speakers discussing how their outlooks and strategies have changed in the wake of Sept. 11. One theme was realizing how essential leadership is in helping people move past the recent events both personally and professionally. "The most important weapon we have," said one executive, "is communication and the very visible presence of senior executives letting people know exactly what the company is doing."

CIO @ perspectives 25
Different Voices
Shared Visions
Getting Alignment Right

Executive Vice President and General Manager, Executive Programs **Lynda Rosenthal** said while her staff wanted to adjust the sessions somewhat to reflect the ramifications of the Sept. 11 attacks, they recognized that attendees signed up based on the original agenda. "Finding the right mix of hard-core IT strategies vs. security-related topics for the revised agenda was a challenge," she said, but attendees gave the new sessions high marks.

Approximately 200 CIOs and CXOs attended the event, a smaller number than previous Perspectives conferences but one the Executive Programs staff thought respectable given the current economic decline and how closely the event followed Sept. 11. Many of the 30% of pre-registered attendees who cancelled noted that their companies had issued 30-day travel restrictions.

As is Perspectives' tradition, the conference relied upon numerous examples of cooperation within CXO Media. Several departments, including the News & Information and Editorial teams, worked closely with the Executive Programs staff to reflect the changes in the IT and business landscapes. CIO editors **Tom Field** and **Lafe Low** worked with the CXO Web team to ensure that coverage of the event was on the site in real time. (Their work can be found at: www2.cio.com/conferences/october2001). In addition, *CIO* editors led breakfast roundtables on topics of interest to CIOs, including security, sourcing, IT value, centralized vs. decentralized IT and new software licensing models.

The collective CXO Media effort did not go unappreciated. Rosenthal recently received an e-mail from an attendee that she said is representative of the participants' state of mind: "I just wanted to drop a quick note to tell you how much I appreciate all of your efforts made on behalf of myself and the other attendees at the Perspectives Conference. I realize that recent events made it a challenge, but I saw over those several days that you were all up to it. I am grateful for the opportunity to participate in the learning environment you provided for us. It was truly a worthwhile program."

For more information contact Executive Programs Program Development Manager **Sherry Keyles** at skeyles@cxo.com.

IDG Global Solutions Germany wins IGS President's Award

(L-R): Sales Support Executive ***Christine Pichler****, Junior Sales Manager* ***Patrick Reininger****. Computerwoche Managing Director* ***Ralph Peter Rauchfuss****, Vice President/IGS Germany* ***Tina Ölschlager****, IDG Magazine Verlag Managing Director* ***York von Heimburg****, IGS EMEA/U.S. President* ***John O'Malley*** *and Senior Sales Manager* ***Peter Hoellriegel****.*

Making 165% of a sales plan is always an achievement, but making 165% of plan in the economic environment of the past 12 months is an achievement to be held up for special praise. Which is exactly what IDG Global Solutions EMEA/U.S. President **John O'Malley** had in mind when he created the IGS President's Award and bestowed the first award upon the staff of IGS Germany.

"With a new sales support person in place to start FY01 and an additional salesperson hired during the year, we had more resources to find new clients and get the most out of existing clients," said Vice President/IGS Germany **Tina Ölschlager**. Major accounts such as Fujitsu-Siemens and NEC even spent more money than they did the previous years. Though sales worldwide decreased, our German clients still had money left to spend internationally."

IGS Germany works with leading IT companies in Germany to help them develop integrated marketing programs through IDG's print, online and event products worldwide. In addition to its Munich staff, IGS has representatives in the U.S., U.K., France, the Netherlands, Japan, Hong Kong, the People's Republic of China, Singapore, South Korea and Taiwan.

IDC Latin America builds house, team spirit

Earlier this month, 22 members of the IDC Latin America team spent a day with Habitat for Humanity, lending extra hands under the Miami sun to help build parts of a new home for a low-income participant in the program.

Building door frames was a new experience for the IDC team. From left: ***Eric Prothero****, group vice president;* ***Alexandra Martinez****, program manager, Hardware Research; Habitat for Humanity representative;* ***Lisa Fels Echavarria,*** *consulting manager, IT Research;* ***Dan Long****, consultant;* ***Jennifer Miranda****, senior account manager, Telecommunications Research;* ***Jay Gumbiner,*** *senior analyst, PC Research;* ***Felipe Rezk****, analyst, Datacom Markets.*

The day started early for the group, which needed to be on site by 7:45 a.m. Most arrived just in time to sign a waiver freeing Habitat for Humanity from any responsibility for the neophyte carpenters hurting themselves or each other.

"We all started with lots of energy and enthusiasm, but, with the exception of **Alexandra Martinez** who has built her own house, not a lot of experience," said **Eric Prothero**, group vice president, IDC Latin America. "It was clear to the site supervisor that we were low on experience, so we spent the first 90 minutes hauling trash and destroying workbenches built by previous volunteers. Once we got to work building door frames we began to wonder what would be the fate of our work that day. Would the next group of volunteers spend the first part of their day destroying our door frames or would they actually become part of the house?" In the end, the group was relieved to discover that, indeed, their work would pass muster and survive.

Over the course of the morning various members of the group revealed unique approaches to the task at hand and earned themselves new nicknames. Among them:

Felipe "attack that nail" **Rezk**
Lisa "never tire" **Fels Echavarria**
Natalie "two-fisted hammer" **Eisner**
Barbie "the human paperweight" **Cordero**
Christopher "I need a drink" **Burgelin**
Monique "the pregnant lady on the buzz saw" **Gibelli**
Marcelo "I need more cigarettes" **Locci**
Ruy "this is not what I was expecting" **Mendes**

By the time lunch rolled around, it provided not only time for a welcome break, but a reality check for many of the group's desk-bound bodies. "Getting back to work after that, we discovered all our tools had put on a few pounds and the minutes moved much more slowly," Prothero said.

"All kidding aside, the day was a complete success," he added. "IDC Latin America just closed its most difficult year in its history and our FY02 kickoff was a time to clear the slate and refresh for the new year. It is evident to all of us, post-Sept. 11, that we are here for a bigger cause, and the team building for Habitat helped us not only put into practice our FY02 slogan of "One Team, One Goal, One Focus" but also give back to our community." WU

The 22 members of the IDC Latin America group that participated in the project included (in no particular order): ***Marcelo Locci, Alex Manfrediz, Alexandra Martinez, Barbie Cordero, Christopher Burgelin, Marc Alexander, Dan Long, Doris Hernandez, Eric Prothero, Felipe Rezk, Filomena Cherta, Natalie Eisner, Jay Gumbiner, Jennifer Miranda, Liliana Pomareda, Lisa Fels Echavarria, Ruy Mendes, Monique Gibelli, Patrick Shearer, Rebecca Wilson, Ricardo Villate, Teresa Machado.***

Coming up

U.S. Media Management Institute
(formerly the U.S. Publishing Institute)
Nov. 5-7
Costanoa Coastal Lodge
Pescadero, Calif.
Contact: **Laurie Parsons**
Corporate Training and Development Specialist
laurie_parsons@idg.com
tel: 508-935-4777

Internet World Japan
(held with Demo Japan/Fall and Streaming Media Japan)
An IDG Japan event
Nov. 20-22
Makuhari Messe, Chiba City, Chiba Prefecture
www.idg.co.jp/expo

Storage Networking World
(An IDG Japan event)
Nov. 26-27
Tokyo International Forum
Tokyo
www.idg.co.jp/expo

noteworthy people

IDG WORLD UPDATE

Grayson

Delany

Fily

Promotions

PC World Marketing Coordinator **Karen Grayson** has been promoted to marketing specialist. "Karen's taken on a much larger role in Marketing this year," said Director of Marketing and Research **Sandy Wong**, "and has done a terrific job on projects like the 2001 World Class Awards, 2001 PC Expo, PC World Resource Center, maintaining and updating the Marketing Website, PC World Global Website, ordering PC World ad specialties and much more. Karen will continue managing the above in addition to working on more marketing collateral projects such as the new Awards Logos program."

ITworld.com Ad Operations Manager **Cindy Delany** has been named director of ad operations. A 21-year IDG veteran, Cindy moved over from *Computerworld* to ITworld.com two years ago. "Cindy is known for her tireless effort and consistent level of high achievement and her promotion is well-deserved," said ITworld.com Vice President, Finance/CFO **Ed Pierce**. "Most recently she assumed the responsibility for coordinating the communications for client deliverables in support of the Webcast operations."

New employees

Blossom Woo joins *PC World* as a senior software engineer. She most recently worked as a software developer at Innoventry. A graduate of Harvard University in Cambridge, Mass., with a B.A. in computer science, Blossom enjoys martial arts and has studied Kung Fu, Tae Kwon Do, Karate and Jujutsu.

Most recently an editor for Apple Computer's AppleCare division, **Clary Alward** has joined *InfoWorld* as a copy editor. She has a B.A. in English from the University of California/Davis and makes time for attending concerts and the theater, traveling and photography.

Transfers

Hélène Fily has joined IDG Global Solutions/France as director, international sales. She previously spent more than 14 years with IDG France, most recently as advertising director for *InfoPC*, *Create* and *Developpeur Reference*.

Et cetera

The good news keeps coming for IDG Australia journalist **Lauren Thomsen Moore**, who was recently named one of the country's rising stars under 30. Featured in an article appearing in a magazine supplement called *e)mag* carried by *The Sydney Morning Herald*, Thomsen Moore and her fellow honorees were selected by judges looking for "the movers and shakers behind the technologies that shape our cultural changes…[the people] who are documenting our lives." And at just 19 years old, Thomsen Moore, who joined IDG a year and a half ago straight out of high school, is just at the beginning of her ascent. This honor follows on the heels of the Australian Business Publishers BELL Award she won last year for "Best Newcomer to Journalism 2000."

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Help make this page more international!

The staff of *IDG World Update* encourages business units worldwide to submit news for the Noteworthy page regarding new employees, promotions, transfers or awards. Send details to world_update@idg.com.

Check out the classified ads in Marketplace

The Marketplace section of IDG World Update Online (www.idgworldupdate.com) lists employee-submitted classified ads such as For Sale, For Rent, Services, Vacation Rentals, House Exchanges, Pen Pals, etc. The following listing was posted last week:

Boston apartment sublet
Sublet available through end of July for fabulous two-bedroom apartment on Beacon Hill in Boston near the State House. Sparsely furnished. Ideal for short-term stays in Boston, including business meetings or vacations. $2,500/month or $100/night. Utilites included. Contact **Hara Stein**, IDG International Publishing Services, at hara_stein@idg.com.

IDG New Zealand

continued from page 1

The judges noted that the title has become "essential reading for the New Zealand computer-using public" and "succeeds against formidable overseas competition." Editor **Chris Keall** said the "result shows the extent that *PC World* has become an entrenched hit with mainstream business buyers." The magazine has an A.C.Nielsen-rated readership of 151,000, Keall said, and competes with a "blizzard of U.S., U.K. and Australian titles on the newsstand including the Australian editions of *PC Authority* and *PC Magazine*."

Internet Magazine, which celebrated its first anniversary this December, won Best Launch in the Consumer category. The judges cited the rapid circulation growth revealed in the magazine's first audit, which, according to the Audit Bureau of Circulations, reached 14,725 for the six-month period Dec. 2000 to June 2001.

Unlimited, IDG New Zealand's new economy/knowledge economy title, won Best Cover/Business, while Editor **Vincent Heeringa** was a finalist for Editor of the Year. Four other *Unlimited* staff members were also named finalists: Editor **Nikki Mandow** and Deputy Editor **Fiona Rotherham** were finalists for Journalist of the Year, and Art Director **Megan Colquhoun** and Designer **Amanda Trayes** were finalists for Designer of the Year.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

Preben Engell *IDG Denmark*
Miguel A. Hermosell *IDG Spain*

17

Jose L. Villacorta *IDG Spain*

16

Lene Sekjær *IDG Denmark*
Isabel Campo *IDG Spain*

14

Zsuzsa Krammer *IDG Hungary*

13

Claudio Ceriani *IDG Italy*

12

Ákos Bognar *IDG Hungary*
Yoshitomo Fukuda *IDG Japan*
Maria Luisa Romiti *IDG Italy*
Bruno Agostini *IDG Italy*

11

Cornelia Krämer *IDG Germany*

10

Yukiyo Hosoya *IDG Japan*

9

Søren Adelkvist *IDG Denmark*
Joachim Hackmann *IDG Germany*
Simona Varisco *IDG Italy*
Alessandra Dainotti *IDG Italy*

8

Selinna Chin *IDC Malaysia*

7

Károly Viosz *IDG Hungary*
Sabine Mayer *IDG Germany*

6

Finn Morsing *IDG Denmark*
Thomas Gunni Pedersen *IDG Denmark*
Hans Jørgen Christiansen *IDG Denmark*
Lynda Hewlett *IDC U.K.*
Ricardo Luiz Sampaio *IDC Brazil*
Philippe de Marcillac *IDC*

5

Alan Freedman *IDC Canada*
Anette Woll *IDG Germany*
Karsten Maxem *IDG Germany*
Andrea Banko *IDG Germany*
Slawomir Kosielinski *IDG Poland*
Dane Anderson *IDC Singapore*
Patrick Thibodeau *Computerworld*
Kevin Ebmeyer *Computerworld*

4

Matt Rigney *IDG Australia*
Junko Yairi *IDC Japan*
Hong You-Sook *IDC Korea*

3

Anders Ovesen *IDG Denmark*
Louise Tine Kurland *IDG Denmark*
Michael Kofoed *IDG Denmark*
Euan Davis *IDC U.K.*
Amanda Conroy *IDG Australia*
Spiro Hionis *IDG Australia*
Marzena Fiok *IDG Germany*
Christian Töpfer *IDG Germany*
Antje Bütow *IDG Germany*

2

Tania Andersen *IDG Denmark*
Kim Elmose *IDG Denmark*
Jesper Møller Rasmussen *IDG Denmark*
Margaret Ledingham *IDG U.K.*
Geoffrey O'Connor *PC Advisor*
Matthew Samuel *PC Advisor*
Jurecka Thomas *IDG Austria*
Chris Ingle *IDC U.K.*
Melanie Dubois *IDC Benelux*
John Ferrier *IDC Benelux*
Alex Goldrick *IDG Australia*
Heidi Woof *IDG Australia*
Ibolya Mártek *IDG Hungary*
Kazutaka Koushu *IDG Japan*
Christopher Conrath *IT World Canada*
Panagiota Herbrand *IDG Germany*
Manfred Aumaier *IDG Germany*
Albert Lauchner *IDG Germany*
Philipp Johnssen *IDG Germany*
Maggie Tan *IDC Malaysia*
Valerie Szymanski *Computerworld*

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Eva B. Holm *IDG Denmark*
Allan Abildskov *IDG Denmark*
Jakob Risom *IDG Denmark*
Tina Müller *IDG Denmark*
Johan Christensen *IDG Denmark*
Pierre Tavares *IDG Denmark*
Frederik Kirketerp-Møller *IDG Denmark*
Mario Boleto *IDC Switzerland*
Balbina Hossmann *IDC Switzerland*
Peta Smith *IDG Australia*
Kyoko Shoji *IDC Japan*
Irene Albrecht *IDG Germany*
Hans-Christian Dirscherl *IDG Germany*
Oliver Häußler *IDG Germany*
Karoly Pokuta *IDG Germany*
Florian Weber *IDG Germany*
Diane Ferrucci *ITworld.com*
Anisio da Siqueira Straub *IDC Brazil*
Stephanie Wong *IDC Malaysia*
Danilo Loda *IDG Italy*
Silvia Ponzio *IDG Italy*
Natasha Spencer-Warren *IDG Global Solutions*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG Denmark donates $12,200 to brain research center

*IDG Denmark Managing Director **Preben Engell** presents a gift of 100,000 Danish kroner (US$12,220) to Dr. Annette Nordenbo.*

When IDG Denmark sent out invitations for *Computerworld Denmark's* 20th anniversary celebration in August, guests were asked to contribute a donation to the Department of Traumatic Brain Disease at Hvidovre Hospital outside Copenhagen.

"Last year IDG Chairman **Pat McGovern** and his wife Lore founded the McGovern Institute for Brain Research at MIT, and we would like to support that initiative on a local scale," said IDG Denmark Managing Director **Preben Engell**. "That's why we asked for donations instead of all the wine we usually get at these occasions."

Readers, advertisers and partners donated 48,721 Danish kroner, which *Computerworld Denmark* matched and then increased to bring the total to 100,000 kroner, or US$12,220.

As part of the birthday festivities, IDG Denmark offered a prize of dinner for two to the employee who could guess how much money would be donated. Executive Assistant **Mette Lautrup** came within 1,829 kroner to claim the prize.

celebrating 10!

Name
Li Liangyu

Home
Beijing

Joined IDG
October 1988

Career path since joining IDG
October 1988-December 1991, reporter and editor, *China Computerworld*; 1992-95, director, International Department of *China Computerworld*; July 1993-present, deputy editor-in-chief, *China Computerworld*.

Current responsibilities
Three of our deputy editors-in-chief rotate responsibility for various operations of our newspaper. I am now in charge of two departments of the newspaper including *Market and Channels* and *Application and Solution*.

Most challenging part of your job
My major is English. Although I have been involved in the computer field for many years, I still feel the lack of professional knowledge, especially at the very beginning of my career.

Career highlight
I was evaluated as a model employee during the first three years after I joined *China Computerworld*.

What's kept you at IDG for 10 years?
IDG is a well-known company in IT publications throughout the world. *China Computerworld* is a noted IT newspaper in China and I am able to grow professionally. I am interested in computers as well as electronics. I like the job very much.

Best way someone could compliment you on your work
Compared with other newspapers, there are not many mistakes in our newspaper.

Interests outside the office
Photography and philately.

Family
My wife and I have a daughter.

Most rewarding thing you've ever done
In 1995, I started a column introducing the latest new words in IT industry. Readers like it and I am still doing it. In 1999, I published a dictionary collecting all those words, and it sold out. I am happy to say that the revised edition will soon come out. Also, I once helped a girl who could not afford to pay for school finish her primary education.

During a recent visit to Beijing, IDG Chairman ***Pat McGovern*** *escorted* ***Li Liangyu*** *to lunch at the American Club in honor of his years of service to the company.*

Of what accomplishment at work are you most proud?
I established the International Department and my job is to bring the latest international news to Chinese readers. Readers enjoy reading the news that some Hong Kong manufacturers were curious about the fast speed we got the news. I would like to thank IDG for providing us with the news, making our newspaper a famous one.

If you won the lottery tomorrow, you would...
I would donate most of the money to helping those who live in poverty-stricken areas.

Favorite vacation spot
Qingdao, a coastal city in Shandong Province.

Your idea of a perfect day alone?
Reading newspapers, watching TV, doing some household chores and going over my stamps.

Retirement dreams?
Focusing on China's IT industry. Traveling with my wife.

Manager's profile
"Mr. Li Liangyu joined *China Computerworld* in 1988 and has been engaged in editing and topic selection of international IT news. He has been editor, director of International News Department, and deputy editor-in-chief of *China Computerworld*, transmitting the latest news of the worldwide IT industry to our readers. He has made special contributions to *China Computerworld* that has helped it become the No. 1 media in China's IT industry."

— Liu Jiuru, vice president of China Computerworld Publishing & Servicing Co. and editor-in-chief of China Computerworld

and finally.

The editors of *IDG World Update* would like to thank the following people who provided aassistance for this week's issue:

Michael Borisov, *Open Systems Publications*
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Sherry Keyles, *CXO Media*
Leif Osmark, *IDG Denmark*
Karen Peabody, *CXO Media*
Eric Prothero, *IDC*
Trino Ramos, *PC World Latin America*
Karen Ren *IDG China*
Torben Sørensen *IDG Denmark*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

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IT Market Ahead Webcast resonates with viewers

Early last month IDG released *The IT Market Ahead*, a 20-minute Webcast that explores the future of the IT industry against the backdrop of a struggling worldwide global economy and the terrorist attacks of Sept. 11. Although promotion is ongoing for the Webcast, the response to date has been encouraging, according to ITworld.com VP of Marketing & Audience Development **Ann Roskey**.

- Total registrants: 1,187
- 51% of viewers are IDG customers; 49% are IDG employees.
- The quality of customer registrants is very good. Selected titles of customers include: President, VP Marketing, CIO, Director of Global Marketing and Associate Media Director.
- 46% of viewers were from countries outside the U.S., with 48 countries represented in total.
- A post-program survey was conducted, which yielded a response rate of 15% with 90% of survey respondents agreeing that the content of the Webcast was valuable and 94% saying they are interested in viewing future IDG Webcasts for IT marketers.

The Webcast, which features IDG Chairman **Pat McGovern**, President & CEO **Kelly Conlin**, IDC Senior VP & Chief Research Officer **John Gantz** and CXO Media Group Publisher **Gary Beach** may be viewed at www.itworld.com/itwebcast/IT_Market.

CXO Poland joins growing worldwide lineup

The debut of *CXO Poland* late last month filled a void in that country's IT publishing market. Now there is a magazine for CIOs, as well as CEOs, COOs, CFOs and other executives dedicated to helping them shape their company's future – and institute better operations management practices – with an emphasis on the role of IT in achieving company goals.

Published every other month, *CXO Poland* has a circulation of 12,000 primarily through qualified free subscription, though there will be some 1,200 available on newsstands. Pre-launch activities included sending a media kit (via post and e-mail) to advertisers; a publicity campaign in *Computerworld Poland*; public relations materials sent to marketing and business publications and mailing the first issue to the general managers and marketing managers of IDG Poland's advertisers.

RAPORT SPECJALNY O CUSTOMER RELATIONSHIP MANAGEMENT
CXO
Chemia skóry i cztery media
Bez pieniędzy, bez perspektyw, z życiem na wokandzie 4Media jest dziś na głodzie.

CXO Poland is the business unit's first launch since the demise of the local edition of *The Industry Standard*, which launched a year ago and, like its counterparts worldwide, was hit hard when dotcom businesses failed. While *Industry Standard* readers represent a portion of those who are receiving *CXO Poland*, the majority are *CW Poland* subscribers qualified according to the position criteria; top managers at large Polish companies; and selected representatives from the worlds of science, politics and economics.

"I wish we had launched *CXO Poland* a year ago — two years ago would have been even better," said IDG Poland General Manager **Kazimierz Szot**. "It is all too easy to say what we

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Partnership with ITworld helps IDC enhance client reach

Multimedia executive briefs, Webcast series offer sponsorship opportunities

IDC is expanding the services it offers to customers thanks to a new partnership with ITworld.com in which the two companies will produce and host custom-published research on ITworld's proprietary ITwebcast Broadband Interactive Marketing Platform.

"Multimedia executive briefs" will provide viewers with concise, five- to seven-minute top-line summaries of custom-published white papers delivered by the IDC analysts who directed the research. "These 'mini-Webcasts' will allow IDC to extend the value of the custom publishing services it offers clients and are perfect for higher level IT executives who are short on time," said **Dennis Philbin**, senior vice president at IDC. "Judging by the initial enthusiasm customers are demonstrating for these briefings, we expect they will be a popular addition to our custom publishing offerings."

> *"These 'mini-Webcasts' will allow IDC to extend the value of the custom publishing services it offers clients and are perfect for higher level IT executives who are short on time."*
>
> *— Dennis Philbin*

"We are excited to be able to include IDC market intelligence and advice within our collection of broadband content," said ITworld.com President & CEO **Bill Reinstein**. "IDC's analysts are respected worldwide for their credible research and analysis, so this really adds value to what we offer today's time-crunched IT professional."

Viewers will be able to access the multimedia executive briefs on-demand through ITworld's vendor white paper showcase and will have the option to download the entire white paper directly from the

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in brief newsworthy

IDG Norway's *Business Standard* takes flight with SAS

IDG Norway is not only willing to go to the ends of the earth to find new advertisers and subscribers, it is searching for them at an altitude of 33,000 feet.

Scandinavian Airline Systems (SAS) has chosen the monthly *Business Standard* as one of a select group of magazines the airline makes available to business class travelers in SAS business lounges and on long-distance flights. The one-year deal took effect Sept. 1, the publication's one-year anniversary.

Originally launched as a *CIO/Industry Standard* hybrid, *Business Standard* was repositioned in September to more tightly target the CIO audience. "This has not been a major change of profile and target audience, because *Business Standard* from the start was sort of a cross between *Industry Standard* and *CIO*," said IDG Magazines Norway Publisher **Arne Uppheim**. "Luckily, we decided to focus more on e-business in traditional companies than on Internet companies."

Uppheim said the SAS arrangement represents an important controlled distribution (3,000 copies out of a circulation of 25,000) that is attractive to advertisers and serves as a channel for marketing the magazine and recruiting subscribers. SAS studies show that business class travelers are not only influential corporate leaders and decisionmakers but also have a high interest in IT.

IBM recently bought an ad in every issue for 2002, and other advertisers similarly impressed with the SAS audience have also closed deals. While it is still too early to determine how many new subscribers will sign on, IDG Norway calculates 50,000 to 60,000 new readers per month will see the publication on SAS. *Business Standard* is running subscription ads targeted to SAS readers and includes tear-off cards that promote subscribing online.

While *Business Standard* now has a paid circulation of 2,000 evenly split between subscribers and newsstand sales, IDG Norway's goal is to triple the number of paid subscriptions in the next fiscal year. The annual subscription price will increase by 42% (to US$78) in an effort to substantially increase reader revenue.

INDEKS: NYHETSBILDET AVGJØR

BUSINESS STANDARD

CIO

CRM MED BUKSA NEDE

NETTANNONSER: STØRRELSEN TELLER

FORVENTNINGER TIL EN NY REGJERING

FREMTIDENS GULRØTTER

TRO PÅ TRÅDLØS

SLIK TENKER

NORGES MEKTIGSTE IT-STRATEGER

The one-year-old publication will be offered to SAS business travelers in airport lounges and on long-distance flights.

"Although the market is very slow right now, the signals we get from both advertisers and readers is that there is a strong and increasing need for a magazine with a business view on IT," Uppheim said.

For more information contact Arne Uppheim at arne.uppheim@idg.no.

IDC, ITworld

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site. The ITwebcast player only requires that viewers have Real Player or Windows Media Player installed on their computers. Sponsors will be offered the option of collecting leads by choosing to ask viewers to register before accessing a briefing.

IDC analysts will also appear in a new custom-published Webcast series produced by ITworld.com. The series will explore strategies and solutions for today's top technology challenges and provide insight from IDC on the most critical IT industry trends. Sponsors will be able to sign on for a two- or three-month stint and will receive a guaranteed minimum of qualified leads per month, according to Reinstein. The sponsors' logos as well as links to their own resource pages will appear on the Webcast for the duration of their sponsorship period.

Philbin said the company is looking to debut the first installment in this new series in the first quarter of the new calendar year. Focusing on the xSP market, the Webcast will feature several IDC analysts and run approximately 45 to 60 minutes. Philbin said he expects the company will produce at least three segments in this series next year.

For more information contact **Clare Gillan**, group VP for New Business Initiatives, at cgillan@idc.com or ITworld.com VP of Marketing and Audience Development **Ann Roskey** at ann_roskey@itworld.com.

CXO Poland

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should have done knowing what we do now. But as long as the *CIO* product line seems to be incorruptible by market downturns the only thing you can sanely launch now is an executives' monthly. The market still favors this angle, and what is more important is that it opens accounts otherwise very difficult to reach, whose core business is knowledge and solutions, such as consulting firms and IT integrators."

Szot also noted that given advertising declines in *Computerworld Poland*, that publication had excess editorial capacity. Without the launch of *CXO Poland* we would lose talent, or money, or both," he said.

> *"I wish we had launched CXO Poland a year ago — two years ago would have been even better."*
>
> — Kazimierz Szot

For more information contact Editor-in-chief **Iwona Bartczak** (iwona_bartczak@idg.com.pl) or Deputy Editor-in-chief **Andrzej Góralczyk** (andrzej_góralczyk@idg.com.pl).

executive Q and A

Jeff DeBalko

The president of IDG Global Communications is this week's guest columnist. He may be reached at jeff_debalko@idg.com.

IDG Global Communications at-a-glance

Location San Mateo, Calif.

Number of employees 15

Mission To deliver technology solutions to IDG and its business units worldwide

Latest accomplishment Major redesign of corporate Web sites including IDG.com, IDGcentral.com and IDGcia.com. Launch of first IDG customer extranet, myIDG.com.

Web sites http://idgcentral.com, www.idg.com, www.idgcia.com

Q What are IDG Global Communications' products and services?

A We provide technology solutions for IDG globally as well as for individual business units. Specific services include infrastructure management, e-mail hosting and delivery, Web hosting and co-location, Web development, Lotus Notes development and management, end-user/help desk support and consulting and strategy. We also act on behalf of IDG in developing and maintaining partnerships with global technology companies in order to leverage IDG's global buying power and to provide access to a higher level of customer service.

Q What are your Web development priorities for FY 2002?

A Our development efforts this year will continue to focus on leveraging our Web resources to get IDG closer to our customers and qualified prospects, creating customer value and ultimately growing market share and revenue. Some examples:

- **IDGcia.com**. We will be adding additional resources to educate our sales, marketing and management teams on customers, competitors and the marketplace and allow more effective collaboration.
- **IDG.com**. We will be providing comprehensive and integrated resources addressing the entire "customer lifecycle" from initial contact to education, scenario planning, request for proposal, transaction and customer service.
- **myIDG.com**. This site, now being rolled out to our top 30 accounts, provides a customized Web site for IDG's top customers that showcases the incredible depth of IDG resources, provides a forum for information exchange and adds value to our customer relationships by providing access to resources that are not available anywhere else, real time, 24/7, anywhere in the world.

In addition to adding new content and broadening our user base for all these sites, we'll be enhancing technology in areas such as wireless and multimedia to ensure we are getting the right content to the right users when, how and where they need it.

Q What are some of the unique resources available on myIDG.com?

A These include: real time news summaries from all IDG publications worldwide specific to the customer's company and their industry; the global media gallery showing how their ads are appearing in IDG publications throughout the world (and potentially their competitors' ads), and the IDG Knowledge Base that aggregates IDG resources such as research, industry presentations, s.w.o.t. [Strengths, Weaknesses, Opportunities and Threats] analysis etc. myIDG.com is the only place clients and agencies can find all of these resources online in a single location.

Here are some examples of how myIDG.com can be a useful and effective tool for creating customer value and enhancing customer relationships. U.S. executives at HP's agency, Publicis, can read the latest HP news from IDG's European or Asia/Pacific editors before any news is being released in the U.S. I had a meeting recently at Microsoft's agency, McCann/Erickson, and was showing the global media gallery component and discussing why international branding consistency was important. The head of McCann Erickson in the U.S. agreed, recalling a less than effective ad that ran in Australia in 1998 that he still shuddered to think about. Much to his amazement, I was able to do a search on the spot and pull up that ad. In another example: IDG Communications was going into Microsoft to do an important research presentation. My myIDG.com/microsoft meeting was just before theirs, and I already had the presentation available in the IDG Knowledge Base.

Q What are your plans for the IDG Global Web Support Center?

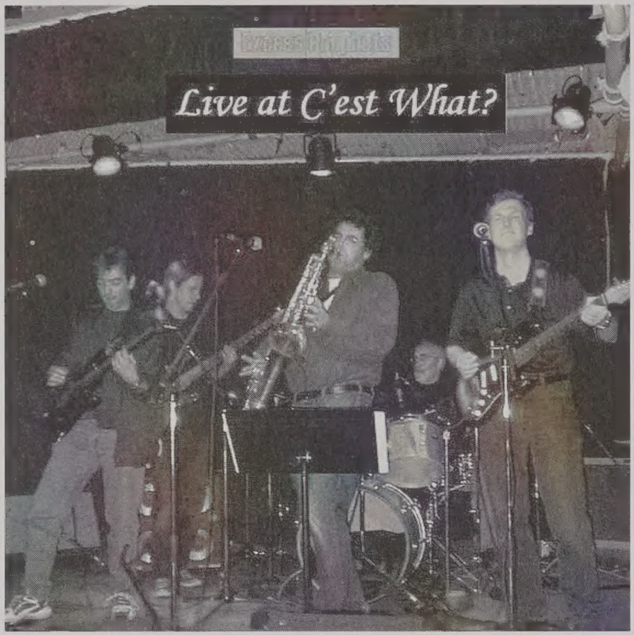
A We have taken responsibility for the online support center for FY02 and have renamed it the Global Online Publishing Support Center (GoPSC). We intend to take a back-to-basics approach, focusing on creating a "knowledge center" that all IDG colleagues involved in online publishing can tap into. There is a tremendous amount of knowledge, experience and expertise at IDG globally, and we intend to provide a forum to encourage effective interaction and collaboration. We have identified three key online constituents — sales and marketing, content management, and technology — and we intend to provide valuable resources to all three. You'll soon see a new Web site that will be the hub of the new GoPSC and which will provide significant new peer-to-peer information and interaction. We'll also explore other ways for the IDG online community to interact such as Webcasts and face-to-face meetings. We have put together a brief survey to gather information that will be helpful in creating a successful support center resource. I encourage anyone interested in IDG's Web-related activities to fill out the survey at www.gopsc.com/survey.

continued on page 4

Prophet motive

IDC Canada execs nuture budding musical careers in off hours

These days, excess profits are difficult to find, but The Excess Prophets can be had for song, as long as that song is rock and roll, blues, R&B or a little reggae.


Live at C'est What?

*The Excess Prophets cut loose at last year's United Way fundraiser. (Front, l-r): **Alister Sutherland**, **Michael O'Neil** and **Chris Sullivan**. O'Neil's stepson, Will Allen-Creighton, is playing bass in the background.*

Founded a year ago, the six-member group was the brainstorm of IDC Canada's Country Manager **Michael O'Neil** and Director, Workshop Programs, **Chris Sullivan** during a flight between Singapore and Kuala Lumpur where the two were running a partnering workshop.

With O'Neil on saxophone and vocals and Sullivan on guitar and vocals, they recruited **Alister Sutherland**, IDC Canada Director, Software Research, on guitar and vocals. Non-IDCers are their drummer, keyboard and bass player (the latter of whom is O'Neil's 19-year-old stepson).

Sullivan said the band's name just came to him when he woke up one morning. "Given the subsequent slump in the economy, the perception of the name has morphed from clever to a cruel joke – 'Excess profits? Not here!'" O'Neil said. "But we still like it anyway."

While the group performs mostly cover versions of songs, it does have five O'Neil originals in its set list and is currently rehearsing one by Sutherland. "We try to rehearse every Thursday night," Sullivan said. "Business pressures, such as month-long trips to the Far East, sometimes get in the way."

The Prophets play every two months or so, usually in Toronto-area bars but occasionally at charity events. At a United Way function last year sponsored by IDC Canada, the group raised about $700. "But we do like to get paid!" O'Neil said. "Rates are reasonable, though, if anyone is looking for a band for their own event."

While promoting IDC Canada is not the group's intent, O'Neil said he has been approached by the Toronto Venture Group, which represents investors and venture capitalists, to help organize a Battle of the Corporate Bands that should make an IDC Canada promotion an appropriate business development exercise. "There's a similar event connected with Bay Street" [the Canadian equivalent of Wall Street] that we may enter as well – with the guidance of our accountant drummer," he said.

Although The Excess Prophets has not been reviewed locally. O'Neil said feedback has been "really positive. Granted, these are mostly from family and friends, but two bar owners are trying to rehire us!" And the group has pressed seven CDs – "every performance results in a CD," Sullivan said. "Very few people outside the band have the privilege of owning one. Someone downloaded one of our covers from Napster once. We don't plan to sue."

To book the Excess Prophets for your next function, contact Chris Sullivan at csullivan@idc.com.

Executive Q&A

continued from page 3

Q What kinds of IDG-wide vendor discounts has your group negotiated?

A We have discussions with companies almost daily regarding "global" deals. There are a number of global agreements in place. Among them:

WorldCom. We recently completed a one-year pilot agreement to provide voice and data services to IDG globally. We have been very satisfied with the results, which have, among many benefits, reduced voice and data costs for participating business units by more than $1 million. We recently came to terms for a new two-year agreement that could potentially lead to an additional $1 million in annual savings. The agreement provides aggressive discounts and high-level service on a variety of products and services including long-distance voice, calling card, internet, VPN, frame relay, pagers, Web hosting, equipment (including Cisco, EMC, Nortel and more) and services and consulting.

Microsoft. This software licensing agreement is available to all IDG business units worldwide. Software licensing can be a very expensive and complicated task but is extremely important from both an operational and legal standpoint. Licensing terms can be very strict and software companies are becoming extremely aggressive in pursuing licensing non-compliance. A single violation (lack of a single license for one PC) can lead to fines exceeding $100,000 per copy. I would urge all IDG business units to do a complete audit of their current licensing for Microsoft products and to take advantage of the IDG/Microsoft Select licensing program.

employee heroes

Linda Gorgone: Keeps *CW* editorial humming

What typifies an IDG Hero? An IDG Hero is someone who embodies one or more of IDG's Corporate Values, made an extra effort to help a client or co-worker, saved the business unit money or streamlined its operations or just has a great attitude toward IDG and the IDG family. Second in this continuing series of profiles is *Computerworld* Executive Assistant and Office Services Manager **Linda Gorgone**.

***Linda Gorgone** keeps the sharp-shootin' Computerworld editorial department in line with her organizational finesse and creative spirit as the 2001 version of her annual Halloween costume attests. (Note: an oversized 10-gallon hat, handlebar mustache, spurs and hobby horse rounded out the look.)*

IDG WORLD UPDATE

Being highly organized is surely the touchstone of being an executive assistant, but a terrific attitude, creative ideas and caring spirit turn an executive assistant into an excellent assistant.

"Linda is consistently upbeat, sensitive to people around her, unrelentingly cheerful and the most incredibly organized soul on earth," said *Computerworld* Editor-in-chief **Maryfran Johnson**. "She's the one who remembers to send a sick employee a little goodie basket, or check up on how somebody's new baby is doing and then let everybody know. She's just in touch!"

These budget-crunched times call for creative ideas and the skill to implement them. According to Johnson, *CW*'s annual Christmas luncheon at a local restaurant fell victim to the budgetary axe, so Gorgone is putting together a brown-bag affair at the office. "Linda goes out of her way to think of ways to save money but still make sure people enjoy themselves," Johnson said. "She's always thinking up better ways to do everything, from various office procedures to activities on a companywide employee spirit/volunteer committee."

And while it's one thing to keep track of office supplies, Gorgone keeps track of her co-workers as well. "I'm based out of New York, but I work in our Framingham offices a few days each month," said Business Editor **Tom Hoffman**. "Without fail, Linda always asks if I need anything while I'm visiting, whether it's office supplies, conference room space, etc. Whether you work at the mothership or in some far-flung bureau, Linda always goes the extra mile to make sure you feel at home."

"Last summer, when our regular travel person was out for several months, Linda just picked up the slack and did her job as well with never a complaint and with incredible efficiency," said Feature Writer **Kathleen Melymuka**. "At one point, I asked her to make flight arrangements for me and said I'd choose a hotel later. She made the arrangements in record time and then, a week later, sent me a message reminding me that I still hadn't made hotel reservations. Amid all the craziness of handling two jobs, *she* was organized — and kind — enough to remind *me*! That's the kind of thing she does all the time for everybody."

"She's simply the center of my world and everybody's in editorial," Johnson said. "She's our spirit guide."

Nominate a hero

Do you work with someone whose commitment to serving customers — be they internal or external — is inspiring? Has someone in your department recently made a suggestion that's saved the company money or streamlined a procedure that's saved time?

All IDG employees are invited to nominate deserving colleagues to be profiled in this onging feature. Please send the employee's name and a brief description of what makes them an IDG Hero to world_update@idg.com. *IDG World Update* will enter both your name and the nominated employee's name into a random drawing to be held in late December for a pair of $50.00 American Express gift certificates.

IDC contributions to Sept. 11 disaster funds near $42,000

IDC employees around the world contributed $9,546 to the New York Firefighters 9-11 Disaster Relief Fund and $4,449 to the TJX Family Memorial Trust Fund, which was established to assist the families of the seven TJX Companies Inc. employees who were killed on American Airlines Flight 11. TJX is a neighbor of Framingham, Mass.-based IDC. IDC is contributing $2 for every dollar contributed by its employees. As a result, IDC and its employees are contributing a total of $41,985, which will directly assist some of the families who were most affected by the tragic events of Sept. 11.

IDG Golf League concludes its fifth year of competition

A subset of the IDG Golf League in a rare indoor gathering. (First row, l-r): **Wayne Humphrey**, IDG; **John Robison**, IDG; **Kevin Burns**, IDG; **Glenn Mosesso**, IDG; **Peter Short**, IDC. (Second row, l-r): **Stu Needels**, IDG; **Todd Hall**, IDG; **Mike Collins**, IDG; **Tom Wailgum**, CXO Media; **Lisa Lauze**, IDG; **Bob Reagan**, CXO Media; **John Kelley**, CXO Media. Not pictured: **Mike Barbato**, CXO Media; **Ken Fuller**, IDG; **Tim Horgan**, CXO Media; **Bob Ainsworth**, IDG; **Bill Hall**, IDC; **Nancy Newkirk**, IDG; **Mark Hanson**, IDG; **Mike McPhee**, CXO Media; **Chris Cuoco**, CXO Media; **Brian McAvoy**, IDG; **Pauline Smith**, CXO Media; **Marc Lowell**, IDC.

A new pair secured its place at the top of the IDG Golf League leaderboard when the group's fifth season concluded in late August.

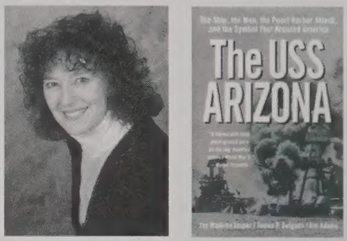
CXO Media Systems Administrator **Bob Reagan** and his playing partner, Tom Rohnstock, took home trophies following 16 weeks of play Tuesday evenings after work at Millwood Country Club in Framingham, Mass.

Commissioner **John Kelley** (facilities specialist, CXO Media), Assistant Commissioner **John Robison** (senior credit analyst, IDG Credit) and statistics coordinator **Lisa Lauze**, (bookkeeper, IDG Corporate Services Group) managed the 12-team league this year.

Keeping to tradition, the players wound up the season with a tournament and dinner in late September. The portion of the event fee that normally goes toward gag gifts and prizes for the longest drive (won by Wendy Reagan, Bob's wife) and closest to the pin (won by CXO Media Senior Vice President/Online **Tim Horgan**) – a total of $250 this year – was donated to the American Red Cross Relief Fund.

While the League is currently at capacity, people are welcome to sign on as alternates to play when regular participants can't attend. For more details contact John Kelley at jkelley@cxo.com. WU

IDC's Jasper authors book detailing life aboard the *The USS Arizona*



Joy Jasper *worked as an investigative reporter before joining IDC earlier this year. Her book is available in bookstores now.*

IDC's **Joy Waldron Jasper**, an editor in the company's Publishing Services & Technologies group, is the author of the newly released *The USS Arizona - The Ship, the Men, the Pearl Harbor Attack, and the Symbol That Aroused America*, published by St. Martin's Press and available now in bookstores. In the 1980s, Jasper, who previously worked as an investigative reporter, accompanied a National Park Service team of underwater archaeologists and illustrators on a dive to the USS Arizona. Intrigued by the stories of survivors she found in several documents at the Arizona Memorial in Hawaii, Jasper began interviewing dozens of these men around the country, writing about them for local and regional magazines and newspapers. Convinced that their stories should be preserved, Jasper set out to write the book, which tells of life aboard the battleship in peacetime as well as in war, set in the context of an underwater visit to the ship. Retired news anchor Walter Cronkite calls the work, "A memorable book about ground zero on the day America entered World War II." WU

Levy to speak at ASBPE chapter event

CXO Media President and CEO **Joe Levy** will be among the publishing and advertising executives featured on the dais at the American Society of Business Publications Editors (ASBPE) dinner in Cambridge, Mass., on Dec. 5. The "State of the Industry Dinner" will take the pulse of the publishing business and look to what's ahead.

For more details see the Announcements section of IDG World Update Online (www.idgworldupdate.com) or contact *PC World* Executive Editor **Harry McCracken**, and ASBPE/Boston board member, at harry_mccracken@pcworld.com.

New items posted on Marketplace

For a complete look at the classified ads on IDG World Update Online's Marketplace section go to www.idgworldupdate.com.

FOR SALE

Home office items

- Compaq Presario 5868 - 1.5 years old, CD-ROM, DVD-ROM, 190 megs RAM, AMD K7 Athlon, 19 Gig harddrive.
- 17" Sony Triniton monitor
- Panasonic plain-paper fax machine (KX-FM260)
- Canon PC300 letter-size copier
- Fellowes Power Shredder (cross cut) (model PS60CC)

All for $1,500 or best offer.

Contact ***Christie Combs****, IDG, at christie_combs@idg.com, tel: 508-988-6841.*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

15

Jose Diaz *IDG Spain*
Sergio Saenz *IDG Spain*

14

Michelle Chase *IDG*

13

Jayne Enos *IDG*

12

Annika Svanström *IDG Sweden*
Marco Bertolotti *IDG Italy*

11

Tatiana Hinova *IDG Bulgaria*
Natacha Parron *IDG Spain*

10

Hugo Shong *IDG Asia*
Penny McConnell *IDC Canada*

8

Robin Azar *Network World*
Mats Öhman *IDG Sweden*
Grace Wong *IDC Singapore*

7

Fredrik Bernsel *IDG Sweden*

6

Jonathan Baron *IDG International Publishing Services*
Carlos Eduardo Salvato *IDG Brazil*
Peter Gremlin *IDG Sweden*
Carol Sliwa *Computerworld*

5

Nathalie Metzger *IDG Global Solutions France*
Jolana Lammelova *IDG Czech*
Takanobu Urayama *IDG Japan*
Minna Schmidt *IT World Canada*
Renata Bitar *IDG Brazil*
Marcelo Tenerelli *IDG Brazil*
Magnus Höij *IDG Sweden*
Henrik Sviden *IDG Sweden*
Asa Hedin *IDG Sweden*

4

Lisa Hovsepian *Network World*
Cynthia Reed *IDG*
Ifeyinwa Orakwue *IDG*
Jacqueline Dendievel *IDG HRSD*
Zuzana Peskova *IDG Czech*
Petr Felt *IDG Czech*
Yoshio Moriya *IDG Japan*
Arlete Pereira *IDG Brazil*
Ivair Antonio Rodrigues *IDC Brazil*
Jonas Englund *IDG Sweden*
Sandra Andersson *IDG Sweden*
Kristin Tillman *IDG Sweden*
Asa Granqvist *IDG Sweden*
Kristoffer Sjöberg *IDG Sweden*
Samantha Monette *Computerworld*

3

John Wessels *IDC Benelux*
Bistra Papzova *IDG Bulgaria*
Fredrik Henckel *IDG Sweden*
Tony Kolberg *IDG Sweden*
Joakim Lagerstrand *IDG Sweden*
Jean Consilvio *Computerworld*

2

TerryAnn Croci *Network World*
Carmela Baglione *Network World*
Christie Coon *IDG Global Solutions*
Patricia Ignacio *IDG Communications*
Annelise Fortier *IDG*
Ryan Colby *IDG World Expo*
Brian McAvoy *IDG Communications*
Eleanor Davis *IDG Global Solutions U.K.*
Philip Michaels *Mac Publishing*
Marco Rossi *IDC U.K.*
Jacqueline Bloch *IDG Brazil*
Guido Orlando Junior *IDG Brazil*
Ana Cristina *IDG Brazil*
Claudinei Pereira *IDG Brazil*
Kristian Horvath *IDG Sweden*
Marcus Wrangö *IDG Sweden*
Micha van Dinter *IDG Sweden*
Maya Uusitalo *IDG Sweden*
Paul Reiss *Computerworld*
Linda Rosencrance *Computerworld*

1

Jennifer Hinojosa *Network World*
Katherine Ward *Network World*
Christina Gonzales *Mac Publishing*
Adham Alkady *IDC Canada*
Greg Ambrose *IDG Canada*
Sarah Ammann *InfoWorld*
Ian Thompson *PC Advisor*
Angela Salmeron *IDC U.K.*
Konstantina Pantoulias *IT World Canada*
Alexander Beck *IDG Germany*
Donna Leone *IDG*
Roger Marzochi *IDG Brazil*
Andre Borges *IDG Brazil*
Jose Nunes *IDG Brazil*
Kelly Cristina *IDG Brazil*
Carlos Magnani *IDG Brazil*
Fabio Lima *IDG Brazil*
Ida Engström *IDG Sweden*
Mats Brandon *IDG Sweden*
Maria Wikner *IDG Sweden*
Anders Nordner *IDG Sweden*
Rushen Bilgin *IDG Sweden*
Jannike Gerdin *IDG Sweden*
Fredrik Kullman *IDG Sweden*
Camilla Hedin *IDG Sweden*
Johan Ljunggren *IDG Sweden*
Frances Liu *IDC China*
Vanessa DiMauro *Computerworld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

noteworthy people

New employees

Diane Lieberman has joined Bio-IT World as vice president of marketing. She was most recently director of content sales at THINQ Learning Solutions in Billerica, Mass. Diane has a B.A. in psychology from the State University of New York at Stony Brook and is an avid reader and book collector in her spare time.

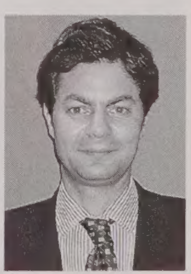
IDG Global Solutions in Paris welcomes Senior Sales Manager **Pierre-Yves Pensec**, who previously worked as an international account director at MPG. He has a degree in economics from Nantes University in Nantes, France, and a post-graduate diploma in European business and administration from Bristol Polytechnic in Bristol, U.K. Sailing, skiing and tennis are among his interests.

A marketing consultant for IDG Executive Forums since January, **Amy Callahan** now joins the San Mateo, Calif.-based group as director of marketing. She has also worked for Medscape, Netscape/AOL, Advent Software and Foote, Cone and Belding. She earned a B.A. in design from San Jose (Calif.) State University and enjoys acting, skiing, gardening and mosaic furniture design.

Returning employees

Once regional manager for *The Industry Standard*, **Alice Curran** has been hired by IDG Executive Forums as director of business development. A graduate of Georgetown University, she holds a B.S. in Foreign Service in international politics.

Lieberman



Pensec

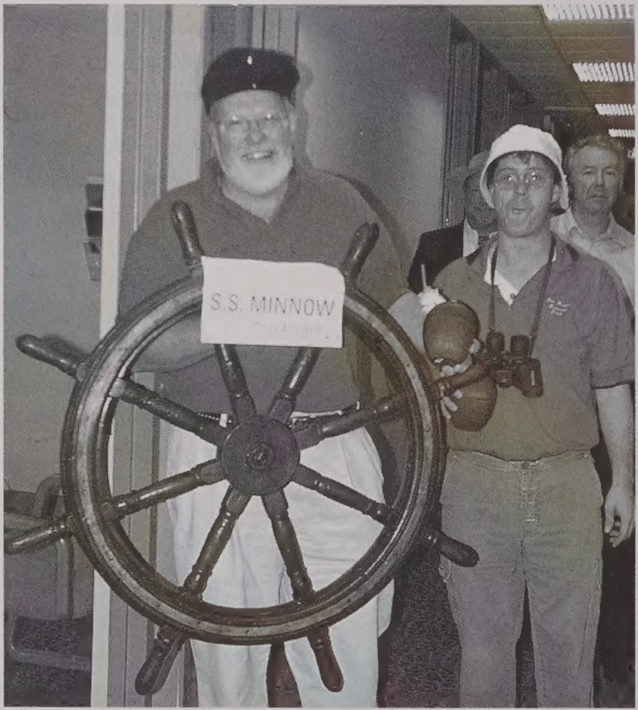
"Spirited" CXO staff celebrates Halloween in style

For the past five years, CXO Media's Executive Programs staff has literally embodied the Halloween spirit on Oct. 31. This year many of their colleagues joined in the fun, with a ghoulish parade throughout the CXO Media building in Framingham, Mass.

*Happy Halloween! Winners of the Costume Challenge included Most Original (**Shellie James**; an expectant Cleopatra); Most Dedicated (**Jonathan Frappier**, Blue Man Group); Most Creative (**Karen Fogerty**; Cruella DeVil); Most Gutsy Costume (**Lynda Rosenthal**; aerobics champ); Most Bizarre : **Mike Barbato**; hatchet boy Jason).*

***Cynthia Mollus**' witch had an au natural look.*

*(L-R): **Kathleen Kotwica** as Ginger and **Shannon MacDonald** as Maryann served refreshments on Gilligan's Island, aka the Web team office.*



*The CXO Web team captured the Best Departmental Costume prize for their detailed rendition of the TV show Gilligan's Island. **Tim Horgan** (the Skipper) and **Kelly Kimball** (Gilligan) presided over the Web team's office, which was redecorated in tropical motif. Visitors to the area were serenaded by the show's theme song.*

IDG WORLD UPDATE PHOTOS

and *finally.*

The editors of *IDG World Update* would like to thank the following people who provided information and assistance for this week's issue:

Agnieszka Cybulska *IDG Poland*
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Karen Peabody *CXO Media*
Dennis Philbin *IDC*
Ann Roskey *ITworld.com*
Chris Sullivan *IDC Canada*
Arne Uppheim *IDG Norway*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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IDG wins 12 awards at 2001 Folio: Show

ALBERTO CAPOLINO

Credit for the silver Editorial Excellence Awards recently bestowed on CIO.com and Darwinmag.com goes to the CXO Online team. (Front, l-r): Design Intern ***Graham White****, Audience Development Manager* ***Andy Burrell,*** *Web Developer* ***Shannon MacDonald****, Web Developer* ***Diane Chen****, Web Editor* ***Ryan Mulcahy****. (Back, l-r): Senior VP/Online* ***Tim Horgan****, Director of Technology* ***Dagmar Eiben****, Online Content Researcher* ***Tara Gillet-Liloia****, Senior Web Developer* ***Ellen Morey****, Web Writer* ***Danielle Dunne****, Online Research Manager* ***Kathleen Kotwica****, Web Editorial Director* ***Art Jahnke****, Web Executive Editor* ***Martha Heller,*** *Web Engineer* ***Kelly Kimball*** *and Contributing Editor* ***Janice Brand****. Not pictured: Online Content Researcher* ***Lisa Sydney*** *and Web Writer* ***Jon Surmacz****.*

Six IDG publications — *CIO*, *Computerworld*, *Darwin*, *InfoWorld*, *Macworld* and *Network World* — garnered 12 awards at the 2001 Celebration of Excellence Awards Gala held earlier this month during the Folio: Show in New York.

Three separate awards comprised this year's event: the Folio: Ozzie Awards for magazine design excellence, the Folio: Editorial Excellence Awards, and the Folio: Circulation Direct Marketing Awards.

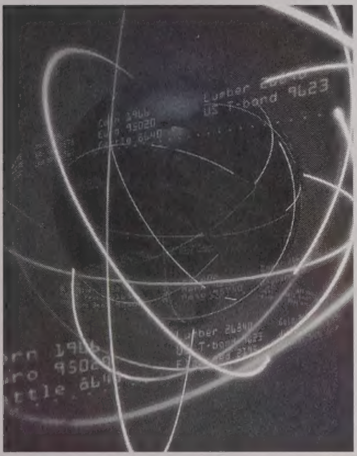
"We are honored to be recognized by Folio:'s prestigious awards," said IDG President and CEO **Kelly Conlin**. "Capturing the most awards given to a single technology publisher clearly demonstrates IDG's editorial quality, design excellence and circulation achievement."

Folio: Editorial Excellence Awards

The Editorial Excellence Awards honor overall quality and reward achievement in accomplishing a magazine's editorial mission. Publications were rated on how well they fulfilled their mission state-

continued on page 2

IDC stages bi-coastal Customer Councils



The most important result of the Customer Council meetings was the opportunity to strengthen the relationship between IDC and its customers, noted IDC Director of Corporate Marketing ***Sandra Kowalski****.*

Despite last-minute changes in venue and agenda necessitated by the events of Sept. 11, IDC last month staged the 10th edition of its popular annual information sharing event for top customers by combining three events already in development.

The company's Global Research Advisory Council (GRAC) is an invitation-only gathering that brings together representatives from IDC's top customers with senior IDC management in an effort to strengthen the client relationship, gain customer input regarding market intelligence use and needs, and share information with customers regarding IDC's new products, services and major initiatives for the coming year. This year's event had been planned for Palm Springs Oct. 14-16. Also in the works were two half-day Customer Council events for IDC's next-largest group of customers, also planned for last month on the U.S. East and West coasts.

"We received feedback from attendees, many of whom were facing travel restrictions imposed by their companies, and our own employees who felt that holding a meeting in a resort area like Palm Springs so soon after Sept. 11 might be inappropriate," said IDC Director of Corporate Marketing **Sandra Kowalski**, "and so we decided to combine these two events this year and offer one full day on each coast."

IDC's U.S. Conference Group under the direction of Vice President **Elisa van Dam** was charged with managing all logistics and was successful in working to help deliver a quality experience for IDC's clients. Senior Conference Manager **Meta Haase** secured new venues and negotiated with the existing property in Palm Springs to avoid significant cancellation charges. Speaker Coordinator **Marg Takarabe** served double duty, working with speakers on presentation logistics and attendees on their registration and travel arrangements. Senior

continued on page 5

in brief newsworthy

LinuxWorld event finds receptive audience at European banking fair

LinuxWorld Conference & Expo Frankfurt 2001 sustained the momentum of last year's inaugural event, drawing 13,000 visitors – 2,000 more than last year – and close to 100 exhibiting companies.

IDG World Expo/Germany organized the event, while K+S EXPO Management in Munich served as the show management company.

In a new and successful twist this year, LinuxWorld/Frankfurt was co-located with the European Banking Technology Fair (EBTF). "Many visitors and exhibitors of EBTF were highly interested in the technologies shown at LinuxWorld because most banking and insurance companies are implementing Linux and other open source technologies in parts of their IT infrastructure," said Project Manager **Antje Kaeppel**.

The caliber of these attendees was apparent: 92% were IT professionals, of whom 28% represented enterprises with more than 1,000 employees. More than 70% of visitors attended for the first time and said they would attend the show in 2002.

IDG's German publishing subsidiaries had two booths at the event, one for publications – all of which served as media sponsors –and the other for JobUniverse, IDG's global IT recruitment network. *Computerwoche* published a Linux-focused special edition, which included the show catalogue, exhibitor directory, product locator, floor plan and conference program.

"The concept of this focused b-to-b event with professional Linux solutions has been recognized on a wide scale and is proof that IDG's commitment to Linux is deeply appreciated," said K+S Managing Director **Gunnar Kuechler**. "It's clear LinuxWorld Conference and Expo / Frankfurt has become the premiere open source event in Europe."

*K+S Managing Director **Gunnar Kuechler** (right) welcomes keynote speaker Joerg Tauss to LinuxWorld/Frankfurt. Tauss, a member of the Federal German Parliament and a Linux/IT expert, told a standing-room-only crowd of 400 that he will recommend Linux as the sole operating system in the German Bundestag.*

For more details contact Gunnar Kuechler at gkuechler@ksmesse.de or go to www.linuxworldexpo.de.

***Gold Ozzie**. CW supplement by Art Director/ Designer **April O'Connor** and Illustrator Maria Rendon, Jan. 1, 2001 issue.*

***Gold Ozzie**. January 2001 cover by Art Director **Steve Traynor**.*

***Silver Ozzie**. Network World feature design by Senior Designer **Steve Sauer**, Reviews Editor **Keith Shaw**, freelance photographer Mark Wilson; Nov. 27, 2000 issue.*

Folio

continued from page 1

ments as well as the quality of their content. IDG's winners were:

- Gold: Best Computing (Business-to-Business category) — *Darwin*
- Silver: Best Computing (Business-to-Business category) — *CIO*
- Silver: Online B-to-B — *CIO.com*
- Silver: Online B-to-B — *Darwinmag.com*

Folio: Circulation Direct Marketing Awards

The Circulation Direct Marketing awards honor entries for excellence in circulation direct marketing and are evaluated on concept, copy design, and technical execution.

- *Macworld* earned a silver award for new business subscription promotion-direct mail (paid circulation) in the business-to-business category.

Folio: Ozzie Awards

The Ozzie Awards honor excellence in 14 aspects of magazine design. *Computerworld, CIO, Darwin, Network World,* and *InfoWorld* won in the following categories:

- Gold: Best Supplement Annual or One-Shot (trade) — *Computerworld*
- Gold : Best Use of Illustration for a Single Article (trade over 35,000 circulation) — *CIO*
- Silver: Best Cover (trade above 100,000) — *Darwin*
- Silver: Best Design New Magazine (trade over 35,000) — *Darwin*

With clear guidelines, keeping tabs on e-mail may not alienate employees. That doesn't mean there aren't pitfalls.
WE'VE GOT MAIL

***Gold Ozzie**. CIO article design by Designer **Kaajal Asher**; illustration by freelance artist Brian Cronin; Sept. 15, 2000 issue.*

- Silver: Best Feature Design (trade above 100,000) — *Network World*
- Silver: Best Use of Color Photography (trade over 35,000) — *InfoWorld*
- Honorable Mention: Best Use of Digital Imagery (Consumer) — *Macworld*

The 2001 Folio: Awards received more than 2,400 entries submitted by consumer, trade, association and custom publications. The entries were evaluated by a panel of more than 40 distinguished judges and were rated on how well they satisfied the criteria within each category. All award winners will be featured in the *Folio:* December issue.

For more details on the Folio: Show awards go to www.intertecevents.com/awards.

primer back to basics

Marketing

Computerworld VP/Marketing ***Derek Hulitzky*** *is this week's guest columnist. He may be reached at derek_hulitzky@computerworld.com.*

Marketing speak

Integrated Marketing The coordinated use of various elements in a marketing mix to reinforce a common and consistent message. "We're integrating our marketing across print, online and events."

Spin Just like political spin, this is the slant or direction you add to a sales story so that is interpreted by the market in the way you want it to be interpreted. "Let's spin our new IntelliQuest scores as evidence that our circulation strategy is working."

Collateral A general term for marketing materials that support an effort. "We need collateral materials to support Computerworld's Premier 100 Conference."

Buzz The word on the street that you want your sales and marketing efforts to generate. "The buzz about our Integrated Marketing Study is positive."

Swag There are numerous variations of this acronym. My favorite is what a member of a behind-the-scenes event staging crew told me — it's the cool stuff that conference attendees are given ranging from backpacks to Palm Pilots and other toys. For behind-the-scenes event crew, it stands for "stuff-we-ain't gettin'."

Q What is marketing? Why is it important and how does it differ from sales and public relations?

A The textbook definition involves identifying, balancing and promoting the four p's: product, position, place and price. In the real world, that means defining not only what you're selling, but how you position it in the marketplace, how and where you sell it and at what price. Collectively, these strategic definitions make up the sales "story" a company uses to generate revenue, hence the importance of marketing as a discipline. As a pragmatic function within a company, marketing supports the sales effort by clarifying (both internally and externally) all of the above. While the sales and marketing functions are attached at the hip, sales is responsible for the front-line, personal contact with the customer. Unlike advertising, sales support and other aspects of marketing, public relations is the specific avenue whereby the company talks to the media and directly to the public.

Q Briefly describe what you handle during a typical week.

A A typical week involves a variety of things. Usually, there's regular interaction with other members of the Executive Committee, more often related to current initiatives that support the revenue effort. In addition (and schedules permitting), we try to hold a regular marketing department staff meeting to track, discuss and accordingly adjust the many projects currently on the plate. Occasionally there is travel involved to support marketing and PR at our branded events and *always* to sales meetings where marketing is a standing topic with a dedicated session. Finally, I try to personally see customers either at events (a very cost-effective method) or by going on sales calls. Simply put, there is no better way to understand the issues in the market than to talk directly to customers. Ultimately, however, a typical week involves managing strategy, resources and deliverables — items that are always subject to change, regardless of the economic climate.

Q What are some fundamental rules you aim to follow during a marketing effort?

A The most important rule to follow is to remain loyal to the objective. "What's the objective?" is usually the first question we as marketers ask when we get involved in a project, and making sure that all constituents are tuned into the same objective is essential for success. As well, it helps to get an early start on projects. The benefits are immense both internally and externally to the richness of the effort in the long run. Time permitting, we try to be inclusive and seek input. The quality of the deliverable will always benefit from additional relevant eyes that can add perspective before deadline. Finally, use customer testimonials. Few marketing devices compare to the usefulness of comments from delighted customers, so we have a solid program to collect and portray them.

Q Do you have suggestions for effective marketing tips to use in tough economic times?

A The most important thing to remember is that some of your efforts should probably remain relatively stable while other efforts should change completely. For example, if your publishing competitors go dark in a certain venue (like *Technology Marketing* magazine) it may be an opportunity to maintain a consistent message and capitalize on relative awareness. On the other hand, tough economic times mean a smaller marketing budget, so that means adjusting the way you get some programs completed or eliminating other programs altogether. For example, instead of using freelancers when schedules are tight, we ask staff in other departments to help with a project. Instead of sending postal direct mail, we convert to e-mail marketing. And we've found that our advertising in *Technology Marketing* can be less frequent or smaller since it's competing with fewer advertisers. The best tip, however, is to take the long view. The economy will turn, and the important thing for marketers in this tough time is to remain loyal to the timeless rules: above all else, arm your sales staff well, keep your brand in view and associate it with quality.

Q Is the marketing function for IT publishing any different than marketing other kinds of products?

A Just as marketing is much different from industry to industry, IT publishing is no exception. In fact, marketing an IT publishing brand is extremely specialized. A brand marketing department in a consumer food products company, for example, would have little, if nothing, in common with how we operate. Moreover, we have our own nuances. For example, the marketing function in IT publishing tends to share certain marketing responsibilities with other departments while it "owns" others. Typical of this is the relationship the publication has with its recipients and Web site visitors. A circulation department manages this function along with the marketing messages that reach this large audience. The circulation group "owns" this relationship while marketing may provide relevant input

continued on page 6

Lifecycle of an IDC document

After leaving an analyst's desk and before arriving in a customer's hand, IDC research products are funneled through the company's Publishing Services & Technologies group where they are checked for data accuracy, edited and formatted prior to publication. Many variables — including number of pages, tables, figures, writing skill of the analyst and time of year — affect the amount of time this process takes, but all documents follow the same general path through PS&T:

A. Document is received and checked for required information (author, title, etc.) and adherence to IDC's Research Architecture.

B. If the document has data in it, it goes to data check to ensure that numbers add up, tables are formatted properly, and that references to data in the text match the data in any figures and tables.

C. The text in the document is edited.

D. Tables and figures are formatted by desktop publishers. This sometimes happens parallel to step C.

E. The document is proofread.

F. If the document is a report, it will go through another a final quality assurance step prior to release.

G. The document is either prepared for IDC's print vendors, or it runs through the Print on Demand Prep process where the staff automatically creates a separate PDF file for each Subscription Service the document is published to and electronically transmit it to IDC's Copy Center, where it can be printed when needed. This process not only improves speed but also increases the quality of IDC's in-house print operation.

H. The document is then converted to XML and other formats needed for electronic publishing.

At any point in the process, there may be questions for the authoring analyst.

IDC PS&T group celebrates productivity milestone

IDC's Publishing Services & Technologies (PS&T) group recently celebrated productivity and timeliness milestones that translate into more IDC research getting into customers' hands more quickly than ever before in the company's history. For the third quarter of 2001, the group attained a throughput of more than 95% despite a 20% increase in the volume of material passing through the department.

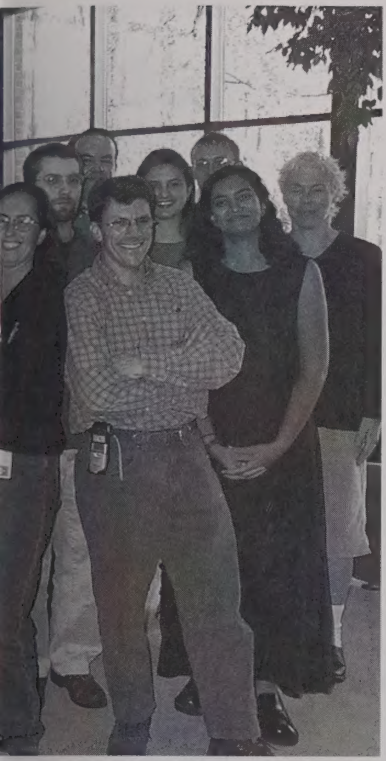
"Given the significant increase in the number of documents handled by this group during the past six months, this achievement is all the more remarkable," noted PS&T Director **Robert Sullivan**. "The entire PS&T staff has been extremely focused on ensuring that every document we handle makes it through our department on schedule."

The 35 editors, graphic designers, data checkers, desktop publishers and software developers in the PS&T group are responsible for transforming the company's vast array of Reports, Bulletins and other documents and collateral into polished customer-ready products. The group handles approximately 1,000 Continuous Intelligence Services (CIS) reports per quarter; two weekly eNewsletters; approximately 75 White Papers per quarter; some 200 Fact Sheets per year; and numerous custom deliverables including White Papers, Special Reports, Multi-Client Studies, Report Excerpts, Executive Briefs and marketing collateral; production support (collateral, signage and handouts) for conferences; Web site images and HTML copy.

Key to the recent on-time achievement has been a strong focus on "getting it right the first time," Sullivan said. "In our analysis, we found that when we make a mistake on a document it adds a lot of time to its publishing cycle because it has to go back into a queue and await the appropriate person to correct it. By identifying and correcting the causes of rework, we have significantly reduced waiting and rework time."

Other improvements currently in process include tool simplification and cross-training, Sullivan said. For example, the group has been using a comparatively expensive and hard-to-support charting tool installed on its desktop publishers' computers. Soon, it will replace this program with Excel, which will be available on employees' computers throughout the company allowing chart creation to be done in a more timely fashion by a larger group of people. Another cross-training effort currently under way is teaching editors to do data checking. "Any time we're able to cross-train, we eliminate a potential bottleneck, since we can shift personnel from one task to another if we find documents piling up at a particular stage," Sullivan said. "Additionally, if one person can perform two or more tasks, it eliminates a check-in, then wait, then check-out step. And finally, cross-training provides PS&T staff an opportunity to expand their job skills."

"The many changes that Bob and his team have implemented over the past year have allowed us to meet our timeliness milestones and at the same time maintain quality," said IDC CIO **Mitchell Rose**. "The celebration earlier this month was a small thank you for their excellent work to date. It was a great finish to last fiscal year, and they're already off to a fantastic start this year as well." WU



Members of IDC's Publishing Services & Technology Group include (front row, l-r): ***Connie Massey**, **Cindy Derby**, **Amy Norcross**, **Julie Cornell** and **Bruce Davidson**. Second row, l-r: **Maureen Molloy**, **David Shapira**, **Ron Westberg**, **Michele Kallin**, **Jen Read**, **Diane LaLumiere**, **Wade Munson** and **Shabnam Sigman**. Third row, l-r: **Mary Ellen Slater**, **Ryan Fitzgerald**, **Mark Lowell**, **Michelle Burgess** and **Susan Rae**. Fourth row, l-r: **Paul Honens**, **Tom Fitzpatrick**, **Paul Lyzun**, **Bob Sullivan**, **Wes Wilson** and **Chris Hart**. Top step: **Jason Gould**. Not pictured: **Michelle Arguedas**, **Mary Jane Donnelly**, **Amy Kotsopolous**, **Michelle LaJeunesse**, **Teresa Machado**, **Donna Silva**, **Cindi Sparrow**, **Donna Sparrow**, **Nancy Viens** and **Linda Young**.*

Customer Councils

continued from page 1

Marketing Manager **Dana Basilone** coordinated collateral packages for attendees. "I am proud of the team because in spite all of the logistical headaches, they performed an enormous amount of work in a short period of time in addition to their responsibilities related to IDC's other autumn events," van Dam said.

The two IDC 2001 Customer Councils took place in San Jose, Calif., on Oct. 16 and Boston on Oct. 30. A total of 113 representatives from 65 of IDC's largest customers in seven countries attended the meetings. Although the slightly compressed format meant eliminating some presentations usually included in GRAC, the overall package was extremely well-received by attendees, 96% of whom rated the event "good" or "excellent."

The two events featured a welcome and overview of IDC's corporate strategy by President & CEO **Kirk Campbell**, an overview of the IT market post-Sept. 11 by Chief Research Officer **John Gantz**, a look at new products and services by Chief Operating Officer **Vicki Brown**, and a series of business briefings delivered by the heads of IDC's research groups. **Dennis Philbin**, Senior VP, Internet Products and Partnerships, updated attendees on IDC's global marketing solutions and **Cort Isernhagen**, VP, Interactive Products and Services, previewed IDC's completely reconfigured and soon-to-be-unveiled idc.com site.

New to this year's agenda were pre-arranged one-on-one meetings between attendees and analysts that took place on the afternoon before each customer council. Upon registering, attendees were offered the chance to sign up for 20-minute meetings with the analysts of their choice. "We had great feedback on these sessions," Brown said. "In previous years, members of senior management hosted lunch tables, and while the feedback was good, customers said they weren't as open as they would have liked to be because they weren't alone with the IDC executives."

"My compliments on a well run [event]," wrote attendee Bob Winter from EMC. "I thought it flowed well, and I found a lot of value in the content."

Contact Sandra Kowalski (skowalski@idc.com) or Elisa van Dam (evandam@idc.com) for more details.

IDC names Q4 and FY01 sales award winners

During a teleconference earlier this month, IDC Senior Vice President of Worldwide Sales **Don Best** recognized the following U.S. salespeople for outstanding achievements in FY 2001:

FY 2001 Q4 Awards

Volume Sales - **Demetra Georgakopoulos**
Sales Rep or AE with Team Quota - **Diane Elhilow**
Sales Rep with Individual Quota - **Pamela Prince**
Latin Sales Rep - **Liliana Pomareda**
Consulting Sales Rep Enterprise/Industry - **George Mahowald**
Consulting Sales Industry Team - **Suzanne Keene**
GEA Highest % of Q4 Quota - **Ron Greco**
GEA Highest # of New Accounts in Q4 - **Robert Weber**
Industry Installed Base Accounts - **Tracy Floyd**
Industry New Business Accounts - **Stan Chen**
Industry Major Accounts - **Sue Michiels**
Industry Major Accounts Team - **Alex Weiss**
Enterprise Major Accounts - **Ken Hoyt**
Enterprise Major Accounts Team - **Diane Elhilow**
Enterprise Major Accounts Team - **Dorothy Merullo**

FY 2001 US Overall Sales Awards

Volume Sales - **Demetra Georgakopoulos**
Sales Rep or AE with Team Quota - **Amy Maldonado**
Sales Rep with Individual Quota - **Pamela Prince**
Latin Salesrep - **Christopher Burgelin**
Consulting Sales Rep Enterprise/Industry - **Terri Bergstrom**
GEA Sales Rep with Highest % of Plan - **Bryan Donovan**
GEA Sales Rep with Highest $ over Plan - **Kevin Capalbo**
GEA with Highest # of New Accounts - **Robert Weber**
Industry Installed Base Accounts - **Tracy Floyd**
Industry New Business Accounts TIE - **Stan Chen** and **David Howerton**
Industry Major Accounts - **Pat Murphy**
Industry Major Accounts Team - **Amy Maldonado**
Industry Major Accounts Team - **Marjorick Foisy**
Enterprise Major Accounts - **Ken Hoyt**
Enterprise Major Accounts Team - **Diane Elhilow**
Enterprise Major Accounts Team - **Dorothy Merullo**

President's Club / Top Gun Awards

Silver - 100% of Primary Plan
Enterprise:
Dan Cardamone, **Filomena Cherta**, **Eri Meyer**

Industry:
Tracy Floyd, **Tom Mahowald**, **Rekha McCarthy**, **Renee Merritt**, **Robyn Patrick**, **Randi Siegal**

Volume:
Demetra Georgakopolous, **Jim Nagle**, **Cheryl Toffel**

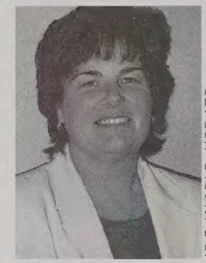
Platinum - 120% of Primary Plan or $500K over primary plan
Enterprise:
Terri Bergstrom, **Lee Bilodeau**, **Christopher Burgelin**, **Kevin Capalbo**, **Grace Davis**, **Dick Denechaud**, **Bryan Donovan**, **Diane Elhilow**, **Staffan Engstrom**, **Ken Hoyt**, **Caroline Raynaud**

Industry:
Stan Chen, **David Howerton**, **John Lyons**, **Amy Maldonado**, **Pat Murphy**, **Carla Nash**, **Simon Salamon**, **Sue Michiels**

noteworthy people

IDG WORLD UPDATE

Wright


IDG WORLD UPDATE

Walsh

Promotions

Samantha French, marketing assistant for *Macworld* and *Digit* in the U.K., has been promoted to marketing executive. "Sam joined the *Macworld* and *Digit* marketing team in January and since then has provided consistent enthusiasm, hard work and support, proving herself to be a very valuable member of the staff," said Marketing Manager **Jo Brown**.

New employees

PC World has hired **Rob Wright** as an account manager in its San Francisco office. He was previously a regional manager with Ziff Davis' *eWeek* and holds a B.S. in marketing from Santa Clara (Calif.) University. Away from the office, he enjoys traveling.

Shannon McClish has signed on as an editorial assistant with *InfoWorld*. She was previously the assistant manager and head of sales at the Club Nautique sailing school. Shannon has a B.A. in English from the University of California at Davis and also earned her teaching credentials. Outside the office she enjoys sailing, snowboarding and fashion design.

Most recently the account coordinator for Spiral Group Marketing and Public Relations in San Francisco, **Larissa Swanson** is now an *InfoWorld* sales associate. She graduated from Stanford University in Palo Alto, Calif., with a B.A. in communication. Recently engaged, Larissa spends her free time jogging, writing and playing golf and tennis.

Returning employees

Most recently circulation director at *Publish*, **Deborah Walsh** has taken a similar role with *Bio-IT World* in Framingham, Mass. During her career she has also worked at PennWell Publishing and before that worked for the IDG-owned publishing division in Peterborough, N.H. An avid skier, Debbie also enjoys canoeing and playing softball.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Executive Q&A

continued from page 3

along the way. Conversely, the marketing department will "own" the development of messages and materials that reach the much smaller, targeted revenue-based customers and prospects (advertisers, online sponsors, event sponsors and the like) that buy big-ticket items. Other departments provide input along the way while the marketing team manages this function. We've found that other IDG business units may have variations of this model based on their particular situation.

Q **How has the Internet changed the role of a marketer?**

A The Internet has made it easier for marketing to do business in so many ways. For one thing, building marketing communications devices (brochures, direct mail pieces, etc.) is now faster and easier and knows few geographic boundaries. Second, entirely new categories of media have emerged that help us target buyers, from banner advertising to e-mail list rentals to e-mail newsletter sponsorships to Webcasts. Third, salespeople no longer have to overnight sales materials to a customer or prospects. During a phone conversation, they can send documents for review with clients on the spot and over the phone. Fourth, market research can now be conducted and tabulated in days rather than months. In short, the Internet has increased the pace, spirit, timeliness and cost-efficiency of marketing decisions (all for the better, I might add).

Q **Assuming direct mail plays an important role in most marketing campaigns, how, if at all, is the current anthrax scare changing your use of direct mail?**

A Our circulation team still relies, in part, on postal direct mail as does our events team and there may still be an occasional role for postal mail surveys. That said, for budget reasons, we are using e-mail marketing exclusively with our advertiser/sponsor customers. We find that equipping our sales team with crisp, electronic sales materials gives them an opportunity to get information to customers quickly and avoids the lag time with mail and even overnight services. We support those efforts with occasional e-mail broadcasts to key customers. Since the anthrax developments, I am noticing that sales professionals are often placing a courtesy call before sending targeted mail packages. It's a nice touch that any client or prospect can appreciate.

Q **What are the various routes or methods open to marketers trying to reach a particular audience?**

A The routes or methods are commonly called a marketing mix. The mix identified by a particular company is often specific to not only that particular industry, but also the competitive environment and the specific market position of the company. The mix can range from print advertising to online advertising, outdoor advertising, postal direct mail, e-mail broadcasts, e-mail newsletter sponsorships, event marketing, public relations and more. Fortunately for publishers, we create many of these devices, so we can be very savvy about how to use the right mix for our own marketing needs, and we can also use our own resources to promote our own services.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

34

Ted Bloom *IDG*

16

Jeff Edman *PC World*
Fernando Rodriguez *IDG Spain*

15

Frank Genovese *CXO Media*

14

Karin Lorenz *Computerworld*
Susana de Gomez *IDG Argentina*

13

Harvey Diamond *PC World*
Donna Fraser *IT World Canada*
John Rousseau *IDG Games Media Group*

12

Jeff Oterson *PC World*
Sandy Wong *PC World*
Fernando Cabello *IDG Spain*

11

Donald Seay *Network World*

10

Elizabeth Freedman *IDC*
Irene Ford *IDC U.K.*
Darren Ford *IDG Communications*

9

Dawn Kezer *InfoWorld*
Ellen Julian *IDC*
Paul Arabasz *IDC*

8

Richard Heiman *IDC*
Marc Ferranti *IDG News Service*
Adam Gaffin *Network World*

7

Chris Lindquist *CXO Media*
Silvia Cardinale *IDG Italy*
Ron Milton *Computerworld*
Eric Sheppard *IDC*
Vince Naccarato *IT World Canada*
Lyndsey Pomella *IDG Travel Services*

6

Thuy Hong Duong Le *InfoWorld*
Fay Harward *IDG U.K.*
Deidra Massenberg *Network World*

5

Lynne Rigolini *CXO Media*
Denny Arar *PC World*
Yvette Joplin *PC World*
Mario Morales *IDC*
Wolfgang Schlichting *IDC*
Makoto Obuchi *IDG Japan*
Denise Pappalardo *Network World*

4

Meredith Levinson *CXO Media*
Kelli Gauthier *CXO Media*
Lee Tuttle *CXO Media*
David Woodall *CXO Media*
Vicki Klum *PC World*
Rio Penas *PC World*
Javier Nieto *IDG Spain*
Guy Dixon *PC Advisor*
Jason Meserve *Network World*
Chris Sipe *IDG Games Media Group*
Herb Linden *IDG Games Media Group*

3

Kevin Railsback *InfoWorld*
Dawn Cora *CXO Media*
Kari Noah *CXO Media*
Bonnie Aarons *IDC*
Kimberly Muri *IDC*
Patrick Phelan *IDC*
Amy Kelley *IDC*
Michael Cole *IDC*
Teng Fang Yih *Computerworld Singapore*
Alissa Mach *Mac Publishing*
Michele Thomas *IDG Games Media Group*

2

Brian Fonesca *InfoWorld*
Joseph Doherty *ITworld.com*
Lisa Byron *CXO Media*
Emily Henderson *CXO Media*
Karen Peabody *CXO Media*
Lisa Fels Echavarria *IDC*
Melissa Dragon *IDC*
Janice Higgins *IDC*
Patricia Torralba *IDG Spain*
Leslie Bachand *IDC*
Daniela Sievers *IDG Germany*
Frank Netherwood *IDG World Expo*
Rob Scheschareg *IDG World Expo*
Colin Brown *IDG World Expo*

1

Danielle Williams *IDC Nordic*
Kevin Rutan *CXO Media*
Richard Baguley *PC World*
Angela Beaudoin *PC World*
Kim Carvalho *PC World*
Lucas Mearian *Computerworld*
Matthew Moring *Computerworld*
David Shiang *IDC*
Julie Cornell *IDC*
Marjorick Foisy *IDC*
Mary Jane Donnelly *IDC*
Velma Itemere *IDC*
Israel Vazquez *IDG Spain*
Ryutaro Kubo *IDG Japan*
Naoto Yokokura *IDG Japan*
Andrew Birmingham *IDG Australia*
Denise Wang *IDG Australia*
Ronda Field *IDG Australia*
Heleen Verrijn-Stuart *IDC Benelux*
Tim Mui *IDC U.K.*
Katie Reynolds *IDC U.K.*
Chris Dawes *IDC Canada*
Shane Hannam *IDG Global Solutions*
Elizabeth Parsons *IDG Executive Forums*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Items of interest on Marketplace

This classified ad section on IDG World Update Online (www.idgworldupdate.com) is open to employees worldwide. Those outside the U.S. may be most interested in house exchange information, pen pal opportunities for their children, or travel/tourist advice from IDG peers. Here's a sampling of current items.

FOR SALE

Comfortable, 5-year-old multicolored couch. $200 or best offer. Sorry, no delivery - you must pick up from Somerville, Mass.
Contact: Jean Gasbarro, IDG International Publishing Services, jean_gasbarro@idg.com

FOR RENT

Maine beach house. Plan ahead for 2002! Two-bedroom beach house for rent on beautiful, white sand beach at Pine Point, Scarborough, Maine (two hours north of Boston). Located on a peninsula with fishing and sandbars at low tide. Close to great restaurants, shopping in Portland's Old Port, Funtown USA, Old Orchard Beach amusement park. Available June through September, $900 per week. See the Website at http://hometown.aol.com/ourbeachhome/beach.html.
Contact: Tom Field, CXO Media, tfield@cio.com

WANTED

Model trains. Looking to expand my layouts. Will pay fair price for your "N" or "HO" rolling stock, structures/buildings and accessories.
Contact: Tom Fitzpatrick, IDC, tfitzpatrick@idc.com

Flat files. Looking for artist flat files in wood or metal.
Contact: Lisa Brown, CXO Media, lbrown@cxo.com

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Aaron Read** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* screen sweeps.

Honorable mentions

"...and you'll be working here in our conflict resolution department."
Kevin Cronin, *ITworld.com*

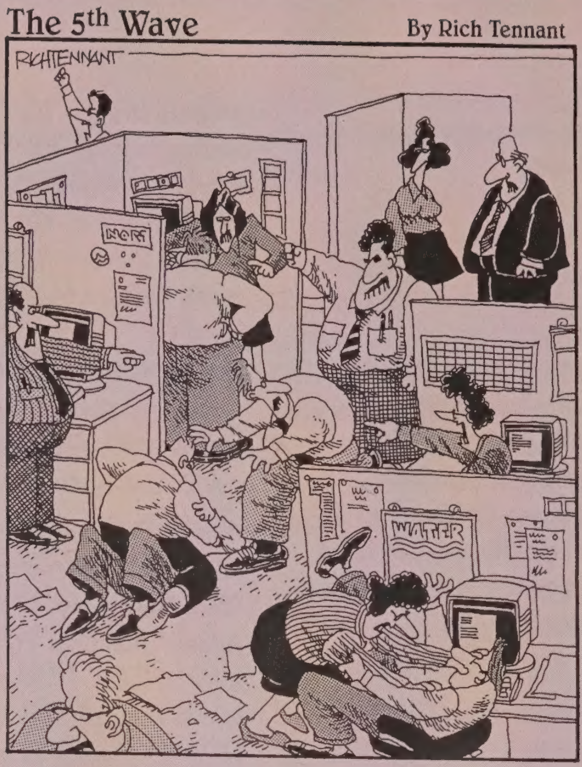
"This all started the day we registered the domain WWF.networkworld.com."
Mike Ferreira, *Network World*

"Stop!!! I think you've all misunderstood the 'execute' command!"
Lisa Lauze, *IDG Corporate Support Group*

"It's getting worse...I hope the IT department gets our fault-tolerant system fixed soon."
Gerald Wee, *IDG Singapore*

"I told you cutting stress management out of the budget wasn't a good idea."
Jim Falanga, *IDG Credit*

"Yes, Evelyn. Unfortunately your management performance goal was to *incent* your team, not *incite* them."
Maryanne Coughlin, *IDC*



"Miss Wilson, order more decaf."
— Aaron Read, *ITworld.com*

"Sorry I missed the assertiveness training yesterday."
Rob Hailstone, *IDC U.K.*

"OK, I see your point. Maybe the cubicle share scheme could have been given a little more thought."
Terry Cummings, *IDC U.K.*

Rich Tennant's original caption

"Sure, at first it sounded great -- an intuitive network adapter that helps people write memos by finishing their thoughts for them."

Shirley Kohn retires from IDG Germany after 28 years

On Sept. 21, IDG Germany began its workday unlike any other in the company's history: **Shirley Kohn**, treasurer and manager of the Bank & Credit Department, was not on the payroll. Kohn, the first person hired — as a financial manager – at IDG's German subsidiary, retired after 28 years, having watched the company grow from its infancy as the first publisher of a *Computerworld*-style publication outside the U.S. to IDG's largest business unit in Europe.

Working for IDG "was like having a second family filled with love and mutual respect," Kohn said. "I was always given the opportunity to develop my talents and to do the job I felt needed to be done. I loved the pioneering work, which was always a new challenge to me and my team."

"Shirley Kohn is truly a remarkable person," said IDG Chairman **Pat McGovern**. "Her skill, energy, and persuasiveness have made the credit and collections at IDG Germany extremely professional. In addition, as an opera singer and popular song stylist, she has wonderfully entertained our teams and our clients at many receptions, dinners and award events.

Shirley Kohn *caught up with IDG Chairman* ***Pat McGovern*** *in Boston recently while on her way to visit family in her native Las Vegas.*

And, as I have learned, through humbling experience, she is a top-notch tennis player! Everything Shirley tackles, she does with style, grace and outstanding effectiveness. We wish her the very best on her retirement!

When not traveling, Kohn is looking forward to spending time at home in the Bavarian Alps, keeping busy with music, painting, gardening, fitness and catching up on some good books.

and finally.

The editors of *IDG World Update* would like to thank the following people who provided information and assistance for this issue:

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Maggie Murphy *IDG*
Joe Mola *Computerworld*
April O'Connor *Computerworld*
Steve Sauer *Network World*
Robert Sullivan *IDC*
Elisa van Dam *IDC*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG Corporate Boviard STAR AWARD Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be published in the *IDG World Update.*

Employee Name: ______________________________

Title: ______________________________

Department: ______________________________

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

Nominated by: ______________________ Date: __________

Title: ______________________________

ALL nominations must be submitted by Nov. 30, 2001. Send nominations to Jennifer Carty, IDG Human Resources, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4480.

IDG Corporate Boviard
STAR AWARD
Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary **S**ervice, **T**eamwork **A**nd **R**esults.

Awards are presented twice a year. A maximum of three awards are given.

Who Can Be Nominated?
All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, vice president, corporate controller and treasurer; Jayne Enos, vice president, corporate taxes; and Julie Lynch, director, Human Resources Services Division.

IDG Corporate Accounting
IDG Corporate Support Center
(Chairman's Office, President's Office)
IDG Global Solutions
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax & Legal

IDG Human Resources
IDG Information Services
IDG List Services
IDG Research Services
IDG International Publishing Services
(G&A, Licensing, IDG News Service, *IDG World Update*)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by Nov. 30, 2001.
Please use form on reverse side.

IDG

November 12, 2001

Account Executive (CXO)

CXO Media Inc. has an exciting opportunity for an Account Executive to join their sales team in San Francisco, CA. In this position, you will be responsible for prospecting/cold-calling new clients and supporting existing customers. Demonstrated closing skills and collaborative, creative problem-solving ideas are necessary. The role of the AE, along with a Sales Manager and Sales Associate, will be to achieve and increase page and revenue plans. Ideal candidate will also possess excellent verbal, written and organizational skills. Computer industry knowledge and a minimum of 3 years inside/outside sales experience a must.
Location: San Francisco CA
Contact: Email: **tbureau@cxo.com**

Web Developer (GMG)

GamePro.com -- The World's Premier Entertainment Destination Delivering complete coverage of games and gaming hardware for every major platform, including PlayStation, Nintendo 64, Sega Dreamcast, handhelds, and personal computers -- is looking for a video game and internet enthusiast to join the online development team. Strong interest in video games is a must! Online community development and web site design experience sought. Team player needed! **Description:** The *Web Developer* will participate in all levels of web development, from front-end design to Data Base maintenance. The ideal candidate will have proficient knowledge in all forms of web architecture and online publishing, including message boards, chat engines, etc. This position also requires the knowledge of web servers and general web hardware technology. Develop/maintain dynamic templates using Cold Fusion. Assist in design all new elements, and features of site – including Flash design. Maintain/develop-out online community functions. Build editorial features, strategies and general articles as needed. **Skills Needed:** Cold Fusion, Java Script, Flash, Photoshop, HTML, Oracle DB, SQL. For consideration, please send your resume, URLs and salary requirements to: **Craig Eastman, E-mail: ceastman@gamepro.com**--applicants must reference job code **DEV1 in subject line of e-mail**.
Location: San Francisco CA

Senior Systems Administrator (PCW)

Reporting to PC World's Director, Technology Infrastructure, this position is responsible for hands-on 24 X 7 operations and systems for an innovative, well-designed site, which reaches an extensive, technologically-savvy audience. Candidates should be knowledgeable at tuning system parameters and recommending hardware changes to achieve optimal system performance and reliability. Administration experience with Solaris, Windows NT/2000, IIS, Apache, networking experience --including TCP/IP, DNS, FTP, Cisco IOS, Firewall (CheckPoint), load balancers (F5 BigIP)-- and Enterprise backup experience (Legato Networker) is required. The person we seek should have solid working familiarity with adding/replacing Sun hardware components, administering Network Attached Storage (Network Appliance), network engineering, design and troubleshooting and a background managing database servers (Oracle). He/she will have a minimum of 5+ years of previous systems administration experience within a heterogeneous systems environment, including 2+ years experience with Veritas storage management products, and will be expected to provide his/her own transportation to our offsite hosting facility. Definite pluses include: a working knowledge of Perl, UNIX shell scripts and PL/SQL; experience with Jumpstart; familiarity with common open source tools (such as MRTG, Cricket, Analog); as well as experience with NTP, Qmail, listproc. *Location: San Francisco, CA*
Contact: Richard Willoughby, Email: **richard_willoughby@pcworld.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

IDG WorldUpdate

19 NOVEMBER 2001
VOLUME 31, NUMBER 47

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

IDG's Perspectives on the Future briefings draw crowds

U.S. editors offer marketers insight into industry, readers' concerns

IDG Communications brought out some of IDG's brightest editorial stars for its "Perspectives on the Future" series of industry briefings. In the course of three consecutive days earlier this month, *Computerworld* Editor-in-chief **Maryfran Johnson**, *Network World* Editor-in-chief **John Dix**, *InfoWorld* Editor-in-chief **Mike Vizard**, *PC World* Editorial Director **Kevin McKean** and Executive Editor **Harry McCracken**, and *CIO* Editor-in-Chief **Abbie Lundberg** and Technology Editor **Chris Lindquist** discussed how IT buyers are responding to a slumping economy and the events of Sept. 11 and what they see driving IT planning and purchases.

> *"We do see a light at the end of the tunnel; it's just a longer tunnel."*
> — *CIO's Chris Lindquist on the prospects for the industry's recovery*

Held in New York City , San Francisco and San Jose, Calif., the briefings drew a total of 187 technology marketers and advertisers. (An earlier version was held in Boston in August; see *IDG World Update*, Sept. 17, 2001.) Attendees were given a chance to "get into the minds of the 2.2 million collective readers of these IDG publications and, hence, their buyers," said moderator Bill Laberis, former editor-in-chief of *Computerworld* and founder of media consulting firm Bill Laberis Associates.

Vizard said he sees a less-is-more philosophy driving IT as businesses seek creative, alternative ways of operating. "IT is taking it on the chin in terms of credibility, post-dot-com. There is more emphasis on fundamental, real-time computing trends with im-

continued on page 5

IDC U.K.'s multilingual Systems Group talks rings around the competition

A Tower of Babel isn't necessarily a bad thing. Just look at — or better yet listen to — the 23 analysts in IDC's London-based European Systems Group who collectively speak many separate languages. And for a group whose territory and customers are spread across dozens of countries in Europe, the Middle East and Africa (EMEA), these communication skills give IDC "a definite advantage" over its competitors, according to Vice President **Martin Hingley**.

COLIN DE ALMEIDA

Within the European Systems Group, IDC U.K.'s largest research unit with 23 analysts, 13 different languages are spoken. Among the multilingual group's members (l-r): ***Tim Mui**, **Thomas Meyer**, **Stefania Lorenz**, **Rita Sfeir**, **Nancy Taylor**, **Daniel Fleischer**, **Paul Withington**, **Terry Cummings**, **Phil Sargeant**, **Angela Salmeron**, **Nick Locking**, **Ruth Constable**, **Jose Laco**, **Isuelt Bottoni**, **Martin Hingley**, **Matt Dunn**, **Andy Brown**, **Julio Vial**, **Chris Ingle** and **Eivind Malm**.*

"Our role as an information provider for business planners in Europe is key," Hingley said. "It requires an understanding of different cultures within this complex region. One important skill is the ability to talk to clients in their own language."

Language abilities within the group include English, German, French, Italian, Spanish, Finnish, Swedish, Dutch, Welsh, Norwegian, Danish and African languages Shona and Afrikaans. Hingley said that half the group hails from outside the U.K. "In addition, we are well connected with local and other [IDC] Expertise Center groups, giving even wider capabilities."

IDC's European Systems Group is one of the largest single departments within IDC. The staff focuses on providing research and consulting for the EMEA

continued on page 4

in brief newsworthy

Irish licensee collaborates with rival to keep show business alive

Tough economic times call for creative solutions, but collaborating with the competition isn't often an option one might consider. IDG partner Scope Communications did, however, and the marketplace is welcoming the move.

The result is a new IT exhibition and conference, ICT Expo, to be held in Dublin April 9-11, 2002. The event, expected to be the single largest IT event ever held in Ireland, blends Scope's broad-based IT show, e-XPO, with *Irish Computer* magazine's telecommunications show, Comms.

In addition, Scope Communications decided to integrate its LinuxWorld Conference and Expo/Ireland, originally slated to be held this month, into ICT Expo.

"We believe that the consolidation of these three IT events into one considerable force offers visitors, exhibitors and sponsors alike a far more compelling reason to attend and participate," said Scope Sales and Marketing Director **Paul Byrne**. "It gives marketing managers greater clarity and helps to focus their attention on one event opportunity that they recognize as the one their company simply cannot afford to miss."

Moreover, sharing costs in marketing, audience generation and general operations will help each company's bottom line, noted Scope Communications Publisher **Frank Quinn**. Byrne agreed, pointing out that the strategy puts rival events under considerable pressure in a market that, in the current climate, can only justify one IT event a year.

According to Quinn, exhibitors have welcomed ICT Expo. "One exhibitor promptly quadrupled the booth size he took with us last year when he knew he would not have to go into each of our shows to reach his audience," he said.

In addition to the LinuxWorld component, the Irish Internet Association's National Conference will also be co-located at ICT Expo, as well as an International ICT conference on the first day that will be opened by Ireland's prime minister, Bertie Aherne.

For more details go to www.ictexpo.ie or www.linuxworld.ie or contact Frank Quinn at frank.quinn@scope.ie.

RDS 9-11 April 2002
iCT expo
COMMS
e-XPO
the information & communications technology event

Billy Huggard (l), publisher of Irish Computer magazine, and ***Frank Quinn****, publisher of ComputerScope, are making "co-opetition" a reality with ICT Expo.*

Scope Communications

Location Dublin
Became an IDG partner 1994
Products ComputerScope (CW), PC Live! (PC World), Nua Internet Surveys (www.nua.com)
Web site www.techcentral.ie
Number of employees 25

IDC Book Fair contributes to Windows of Hope fund

LESLIE BACHAND

IDC Library Director ***Merrill Walsh*** *organized the twice-yearly book fair for the past three years.*

IDC employees are still finding ways to help the families of victims of the Sept. 11 attacks in New York City. Last week, the company donated its 10% share of the profits from a book fair held in the lobby of its 3 Speen St. office building to the Windows of Hope Families Relief Fund. That money will benefit families of workers at the Windows on the World restaurant, which was housed on the top floor of one of the World Trade Center buildings.

IDC Library Director **Merrill Walsh** has been organizing this twice-yearly book fair for the past three years in conjunction with a local company that allows the sponsoring organization to keep 10% of the profits. Walsh said she has always selected a different charity — usually one associated with an IDC employee — to which to donate the money. Previous recipients have been Project Peru, run by the wife of IDC employee **Stephen Drake**; the Make-a-Wish foundation in memory of the son of an IDC employee; and a fund to help rebuild the library at Columbine High School in Littleton, Colo.

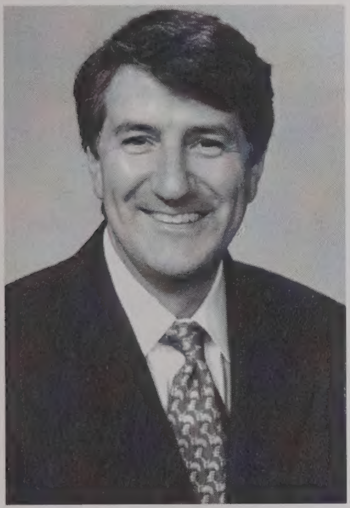
"The book fairs are very popular. It's great that employees can buy books and gifts at a good price, while benefiting a worthy cause," she said.

For more details contact Merrill Walsh at mwalsh@idc.com.

Q and A executive

Kelly Conlin

The president & CEO of IDG is this week's columnist. He may be reached at kelly_conlin@idg.com.

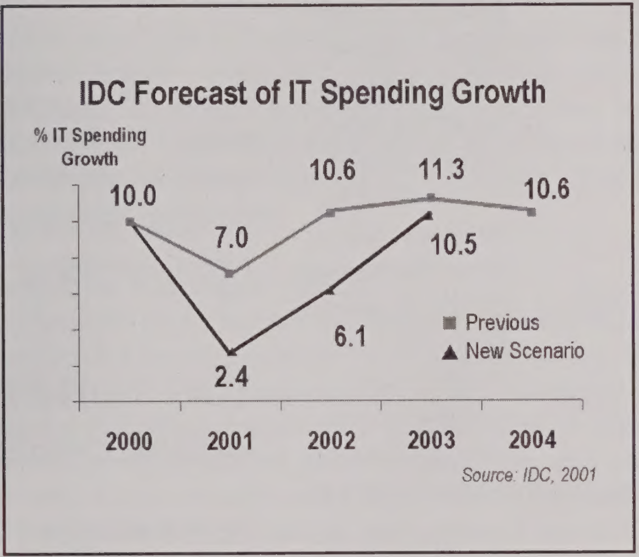


> *"We serve a market that is only increasing its influence in the global economy, and the value of IDG's consistent vision, financial strength and global breadth in serving this market are qualities that no other company has the ambition or ability to match."*

Q How is IDG faring in this difficult market?

A Well, let's be blunt: these are the toughest market conditions our industry has ever encountered. Customers slammed on the brakes in the confusion of a deteriorating stock market, a slowdown in tech spending and the tragic events of Sept. 11.

As we close the books on FY01 — a very tough year, particularly in the U.S. market — we are comforted by the recent IDC forecast that shows the worst is behind us: growth in IT spending fell to a measly 2% in 2001, but is expected to rebound to 6% in 2002.

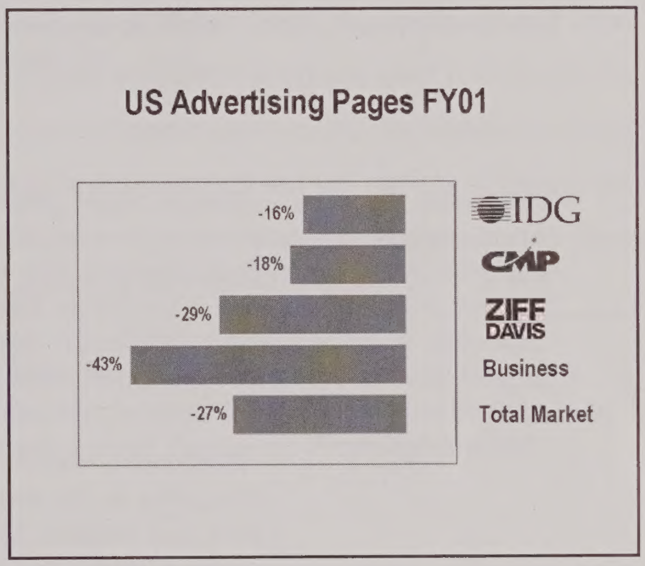


Source: IDC, 2001

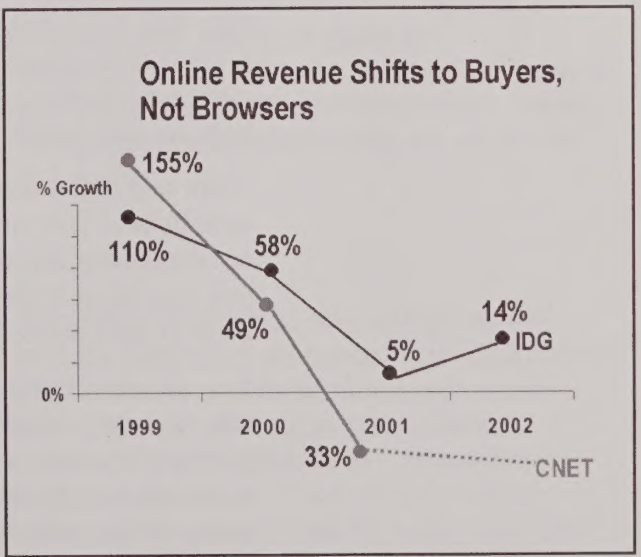
IDG's results show that we took the brunt of that 2001 weakness among our U.S. business units. Revenue growth among our U.S. print publications was down 21%, for example, while our European publications had flat revenues from the prior year. IDG's geographic diversification again served us well, as our Asia/Pacific publications grew by 16% and Latin America publications grew by 12%. And the company's product diversification also helped balance the results. Our event revenue fell by 16% in the U.S. but grew by 12% in Asia/Pacific. In research, every geography had double-digit growth, with the U.S. growth at 12%, European growth at 16%, Asia/Pacific growth at 23% and Latin American growth at 65%. Taken together, the overall result from all of IDG's continuing operations was revenue that was essentially flat from FY00. Unfortunately, profits didn't fare as well, as our managers were challenged to reduce expenses as fast as revenues fell off, leading to a decline in IDG's operating profit of 65% from FY00.

We need to place these results in the context of the overall market, of course, which has whipsawed wildly this year. The financial results from other media and research companies are also tough: Ziff Davis reported revenues fell 39% in the latest quarter and profits were off 78%. CMP's revenues fell by 9% and profits were down 50% in their most recent financial report. Dow Jones reported a revenue drop of 21% and profit decline of 64%. Gartner's revenues were up 3%, but profits were off 56%. Key3's revenues declined 15% and profit fell 41% in their most recent quarter. Penton Media had a revenue decline of 20% and profit decline of 5,300%. CNET's revenues fell 50% and the quarterly loss was $256 million, up 313% from 2000, and that was excluding a $1.1 billion special charge in the quarter.

Looking at the U.S. market, which had the first and biggest hits this year, it is worth noting that the publication suffering the biggest revenue decline is *The Wall Street Journal*.



And on the online side, the company suffering the biggest revenue hits is CNET.



As we look to FY02, we don't expect miracles. It will be a difficult year for many countries. As the U.S.

continued on page 4

Multilingual

continued from page 1

marketplace regarding PCs, servers, printers, smart handheld devices, consumer devices (from digital audio and TV to electronic game consoles), mobile computing, storage systems and workstations.

Stefania Lorenz, research analyst within European Personal Computing, noted that the group's PC Tracker program alone covers 35 countries across EMEA. "While numerical data is easily understood, [IDC] places a great deal of emphasis on the qualitative nature of research. We have to develop our understanding of the 'why' side of analysis and so need to be able to explore market conditions in various countries in an in-depth and comprehensive manner. Fluency in the local language is an important tool in this effort."

"Many of our clients have described the importance they place on the ability to communicate with us in their own tongue. The nature of the questions we are asked is often very technical and would give our clients many problems if they had to ask them in a language they were not fluent in. I have always felt that [the variety of] languages [spoken] within the department are one of our key assets, and from the feedback we have had from clients, I know they agree."

— Eivind Malm, IDC U.K. senior research analyst

"Many of our clients have described the importance they place on the ability to communicate with us in their own tongue," said **Eivind Malm**, senior research analyst with the European Pricing Program. "The nature of the questions we are asked is often very technical and would give our clients many problems if they had to ask them in a language they were not fluent in. I have always felt that [the variety of] languages [spoken] within the department are one of our key assets, and from the feedback we have had from clients, I know they agree."

Malm said that it is rare that clients insist on presentations in their own language. "Many would not expect this capability," he said, "but often it is a nice surprise to them when the presentation is given in their native tongue."

Not only does being multilingual help on the client side, it is also invaluable on the media side. "When talking to the press, it is always far easier to communicate with them in their native tongue," said **Andy Brown**, research manager, European Mobile Computing. "I find that a lot of European press contacts use our department as the first point of call for information because they know they will be able to communicate easily with us." He added that this also reduces the possibility of being misquoted due to translation misunderstandings.

Many positions within the European System Group do not have direct language requirements. The group tends to work cross-departmentally, so the Servers group may request assistance from the PC Pricing group for help with any translations necessary for languages that individuals in the Server group do not have. "The language 'pot' is very important in the department, and everyone ensures they make the time to develop this key asset," Hingley said.

He added that the group has very few competitors that can offer clients similar multi-language services. "Not that there isn't the chance that we will encounter translation problems at some point, but with such a skilled group of analysts and a network of local offices across Europe, we feel that there are always the necessary language capabilities at hand," Hingley said.

For more information contact Marketing Executive **Terry Cummings** at tcummings@idc.com.

IDG World Expo unveils online conference planner

My COMNET

As part of an ongoing effort to enhance the visitor experience at its events, IDG World Expo has introduced an online conference planner. Now available on the Web sites for Macworld Conference & Expo (www.macworldexpo.com), COMNET Conference & Expo (www.comnetexpo.com), and LinuxWorld Conference & Expo (www.linuxworldexpo.com), the planner will allow attendees to personalize their conference schedules and book business meetings and visits to the show floor.

Through My COMNET, for example, users can browse and search nearly 90 COMNET sessions to develop the educational programs most suited to their needs. The tool alerts users to time conflicts, and session categories are color-coded to make the selection process easier.

"Our research showed that attendees want more tools to help them make well-informed decisions about how they spend their time at the show," said World Expo VP/Event Services **Darrell Baker**. "We have already received a lot of positive feedback about this new feature."

Earlier this year, World Expo introduced two other examples of resources to better serve its customers: Digital Booths, which highlight products and services offered at an event, and the Interactive Floor Plan, which allows users to navigate their way through the myriad of exhibitors on the show floor.

For more information contact Darrell Baker at darrell_baker@idg.com.

IDG

Week of November 19, 2001

Regional Sales Manager (ITC)

IDG Recruitment Solutions, the solution for the Information Technology community, is seeking a Regional Sales Manager to join the western sales team. Responsibilities include selling recruitment advertising in InfoWorld, Computerworld, NetworkWorld, CIO Magazine and ITCareers.com. Must be a talented sales professional with 3-5 years proven experience in an ad agency, sales, publishing or media environment. Qualified candidates must be highly organized, detail orientated, self starting with a strong customer service approach. Ability to manage multiple tasks simultaneously and work well under deadlines in a fast paced work environment. Must have working knowledge of basic computer software. *Location: San Mateo CA*
Contact: L. Hess, Email: **lisa_hess@idg.com**

Sales Associate (IFW)

InfoWorld Media Group is looking for a dynamic individual to provide sales support and new business generation for the Director of Sales Development and the Senior Online Sales Manager. Working as a vital part of the Sales team, the Sales Associate will generate and update sales/client files maintained on our databases, provide ongoing customer service to clients, facilitate ad production, prepare sales presentations and provide general administrative and office support. Responsibilities also include developing new business leads through web and media research. In this fast-paced competitive environment, flexibility, strong communication and interpersonal skills, ability to prioritize and juggle multiple tasks are essential. 2 years business experience, proficiency with Microsoft Word, Excel, PowerPoint, and familiarity with use of different databases are required. *Location: San Mateo CA*
Contact: Email: **resumes@infoworld.com**

Marketing Communications Manager (BIO)

Bio-ITWorld is seeking a dynamic and creative individual to join the Marketing team. Individual will work closely with the VP of Marketing to implement the marketing plan, including event management, public relations, audience research, competitive research and marketing collateral. Individual will be primarily responsible for copywriting and design of marketing collateral including presentations, brochures, media kits, direct mail, email campaigns and advertising, as well as working with freelance graphic designers and printers. Qualified candidates must have 4-6 years of marketing communications experience in high tech or publishing with demonstrated ability to work in a team environment, make timely and effective decisions, and achieve results! Effective communication skills and the ability to write and edit effectively is essential. Print publishing and launch experience a plus! *Location: Framingham MA*
Contact: J. Snow, Email: **jennifer_snow@idg.com**

Ad Sales Associate (CXO)

CXO Media Inc. is looking for a high energy individual to provide sales support to the Philadelphia, PA sales office. Responsibilities will include: customer contact and follow-up on behalf of the Regional Sales Manager, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with magazine closings and collection of insertion orders. This position will also be responsible for travel arrangements, expense reports, meeting coordination, database maintenance, electronic shared files, stocks & supplies, typing of general correspondence, proposals, and RFP's. And general office administration. Ideal candidate will have a customer service orientation, strong writing skills and attention to detail, proficient with Microsoft Word, Excel, PowerPoint, Lotus Notes, and 2-3 years of business experience. Strong administrative skills and the ability to work independently are essential. *Location: Philadelphia PA*
Contact: B. Senges, Email: **bsenges@cxo.com**

Online Ad Traffic Coordinator (ICI)

IDG Communications is looking for an Online Ad Traffic Coordinator in the San Francisco office. Reporting into the Director of Online Ad Operations, the main responsibilities for this position include setting up ad campaigns, optimizing and troubleshooting campaigns, providing reporting to clients, agencies and advertisers and forecasting impression inventory levels. This position requires strong skills in Excel, analytical skills for data and statistical manipulation. Candidates must have a minimum of 6 months of prior trafficking experience using Double Click DART, experience with DFP 5 highly desirable; must be able to work with HTML and some JavaScript and have 1 to 2 years internet experience and bachelors or equivalent work experience. Strong communication skills are required for both sales and client interaction. *Location: San Francisco CA*
Contact: Email: **govinda_bader@idg.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

IDG's Perspectives

continued from page 1

mediate effects as time is money," he said, while Lindquist noted that firms are still spending money in IT, "they're just not spending more of it."

In the aftermath of Sept. 11, more firms are looking at their security, antivirus and backup and recovery systems. "Ninety percent of spending plans aren't going to change post-9-11," Dix said. "They'd been scaled back already, but there will be more money earmarked for security." Vizard said he expects to see a comprehensive approach to security — "total suites of things that work in concert" — and Johnson noted that questions about security will be asked earlier in future projects. McKean predicted a much stronger interest in local wireless networks and Web conferencing in the future as companies try to keep their employees closer to home.

IDG WORLD UPDATE

Among the editors participating in the Perspectives briefings (from left): InfoWorld's ***Mike Vizard****, Network World's* ***John Dix****, CIO's* ***Chris Lindquist****, PC World's* ***Kevin McKean*** *and Computerworld 's* ***Maryfran Johnson****. Bill Laberis served as moderator.*

Asked what advertising messages people would respond to, Johnson said, "Quick turnaround, high value and customer impact." McKean said the national mood is currently one of caution, "so it's important to find solutions that represent the prudent step rather than the radical step.

As to the industry's prospects for recovery Lindquist said many are predicting an upturn in the first quarter of 2002 and beyond. "We do see a light at the end of the tunnel; it's just a longer tunnel," he said.

One attendee called the briefing "a big value for IDG. [It] makes IDG look smart in the face of difficult times and separates it from the rest of the pack."

Catey DeBalko, VP, marketing for IDG Communications, said her group began planning the three briefings early in September. "We got an eager and early response to our e-mail marketing campaign and very positive feedback from the attendees," she said. "We're looking into doing more of these briefings in the future."

For more information contact Catey DeBalko at catey_debalko@idg.com. WU

Executive Q&A

continued from page 3

market slowed most this last fiscal year, the remedies of cost cutting and consolidation did not happen as quickly as revenue fell off. That's the lesson we bring into 2002, since we expect a similar environment for the majority of 2002. As the market contracts and the weaker players succumb, IDG business units need to batten the hatches, cut expenses decisively, and be as creative as possible in seeking revenue opportunities. Based on the first-quarter forecast, we know that our business units will be called upon to make tough calls, and we are all being put to the test in this market. But that doesn't diminish in the least our enduring confidence in the strength of our business units to more than meet that test.

Given this environment, we calibrate our outlook around two key themes:

First, our success comes from a successful connection with customer needs. We cannot let the market turbulence distract us from those fundamental values. Are you tracking the buying influence of your readers, improving your renewal rates, tailoring your content to the readers' changing priorities? Are you demonstrating the value of events in the purchase process? Are you communicating aggressively to IT vendors that there will be more than a trillion dollars of IT spending this year, that now is the opportune time to focus on revenue opportunities with those most demonstrably influential in the purchase process for that trillion dollars?

Second, as challenging as it is to work through, we also know that IDG stands to gain the most from a rationalized market. IDG's properties in events, publishing and research are unquestionably the strongest global brands that technology buyers depend on — and will persevere through this market contraction. The same can't be said for others. We should not look to replace irrational exuberance with irrational pessimism. We serve a market that is only increasing its influence in the global economy, and the value of IDG's consistent vision, financial strength and global breadth in serving this market are qualities that no other company has the ambition or ability to match. In a market where nothing seems assured, those qualities will only increase in importance to customers looking for leadership, stability and longevity — three qualities never in doubt with IDG. WU

GamePro honors employees for outstanding work

*Senior Editor **Dan Amrich** (left) earned the President's Award for Employee of the Year. His name will join those of previous winners on a plaque in the IDG Games Media lobby.*

*Sales Associate **Leslie Horgan** and IDG Games Media Group President **John Rousseau** hold the Excellence Award plaque that will soon bear her name.*

GamePro staffers took a break from Starfighters and Super Monkey Ball to honor their own last month. Sales Associate **Leslie Horgan** received the quarterly GamePro Excellence Award, and Senior Editor **Dan Amrich** received the President's Award for Employee of the Year.

Founded in 1996, the President's Award recognizes the exceptional performance of a dedicated role model who positively represents IDG Games Media Group. **John Rousseau**, IDG Games Media Group president/CEO/publisher, and his management team choose the recipient, who receives a $500 American Express gift certificate, a custom leather *GamePro* jacket and has their name engraved on the President's Award plaque that hangs in the *GamePro* offices in San Francisco.

"Dan can be counted on to go the extra mile all the time," Rousseau said. "In another example of his diversified talents, he did a fantastic job on the voice-over for our recently launched GamePro Action Disc." (The CD-ROM, available in the December *GamePro*, features multiplatform editorial coverage, video footage, an audio soundtrack, and tips and tricks on all the hottest games.)

"I'd like to thank my publicist. The smear campaign worked," Amrich joked. "Actually, I was very honored. Working at *GamePro* is a dream job in and of itself; so this meant an awful lot to me."

Each quarter *GamePro* senior managers nominate an outstanding employee for the Excellence Award. The winner is chosen by Rousseau and receives a $250 American Express certificate and sees their name engraved on the business unit's Excellence Award plaque.

Rousseau noted that "Leslie's enthusiasm and work ethic is second to none. She's been a great asset for our sales team!"

"It's wonderful to be working with such an outstanding team and to be recognized for a job well done," Horgan said.

Previous recipients of the President's Award include Senior Production Manager **Shelly Reimer**, VP Marketing and Strategic Sales **Craig Lee** and Senior VP, Editorial and Creative Services **Francis Mao**. Recent winners of the Excellence Award have been Assistant Production Manager **Michele Thomas** and Assistant Managing Editor **Jen Cotton**.

For more information contact **Kristin Shackelford** at kshackelford@gamepro.com.

Do you know an IDG Hero?

Do you work with someone whose commitment to serving customers — be they internal or external — is inspiring? Has someone in your department recently made a suggestion that's saved the company money or streamlined a procedure that's saved time?

Why not tell the world about it? All IDG employees are invited to nominate deserving colleagues to be profiled in the ongoing IDG Hero feature. Please send the employee's name and a brief description of what makes them an IDG Hero to world_update@idg.com. *IDG World Update* will enter both your name and the nominated employee's name in a random drawing to be held in late December for a pair of $50.00 American Express gift certificates.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

Pat Murphy *PC World*

13

Denise Perreault *CXO Media*

12

Elizabeth Heichler *IDG News Service*
Donna Cahill *IDG*

11

Paul Smith *IDG Central Services*

10

Nancy Jonathans *PC World*
Patrick Gorman *IDC*

8

Henrik Petersen *IDG Denmark*

6

Steven Gray *PC World*
Gillian Thompson *Macworld U.K.*

5

Michael Draper *Network World*
Aimee Jacobs *Network World*
Paul McNamara *Network World*

4

Craig Eastman *IDG Games Media Group*
Amy Harris *IDC*
Djuna Woods *IDC*

3

Ellie Schwab *CXO Media*
David Rosenbaum *CXO Media*
Tom Spring *PC World*
Albert Pang *IDC*
Francis Hare *IDC*
Mick Heys *IDC U.K.*
Lucy Tims *IDC U.K.*
Nancy Parquette *Network World*

2

Danny Allen *IDG Australia*
Grace Yeo *IDC Singapore*
Stephen Webber *IDC*
Justin Katz *IDC*
Katherine Sullivan *IDC*
Richard Thomas *IDC*
Jeffrey Antley *InfoWorld*
Alan Anzalone *Mac Publishing*
Martyn Williams *IDG News Service*

1

David Kurtz *IDC Hong Kong*
John Gole *IDC*
Alex Slawsby *IDC*
Jennifer Thorwart *IDC*
Britta Mümmler *IDG Germany*
Minal Patel *IDC U.K.*
Stephanie Merrill *IDG World Expo*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

Storage Networking World
(An IDG Japan event)
Nov. 26-27
Tokyo International Forum, Tokyo
www.idg.co.jp/expo

ComNet Vietnam
Dec. 6-7
Hanoi, Vietnam
www.idgvietnam.com

Macworld Conference & Expo
Jan. 7-11
Moscone Center
San Francisco
www.macworldexpo.com

Next-Generation: Web Services Conference
Jan. 15-17
(An InfoWorld event)
Palace Hotel
San Francisco
www.eventreg.com/nextgen/nextgen_1.htm

COMNET Conference & Expo
Jan. 28-31
Washington Convention Center
Washington, D.C.
www.comnetexpo.com

noteworthy people

Promotions

Network World announced three promotions at its most recent sales meeting. District Sales Manager **Sean Weglage** has been promoted to senior district manager. "Sean has been instrumental in bringing Network World one of its largest accounts, Sun Microsystems," said Regional Sales Director **Sandra Kupiec**. "He has been masterful at working collaboratively both internally and externally with other business units and in a challenging market is over quota for FY2001. He is No. 1 in marketshare, leading competitors by over 22 share points."

Network World's **Lara Greenberg** has been promoted from senior district sales manager to regional manager. "Lara is No. 1 in marketshare, leading all competitors by 27 share points," said Regional Sales Director Sandra Kupiec. "She has single handedly brought in one of our largest accounts, Hewlett-Packard, and is now running one of the largest territories in Northern California."

Network World's **Elisa Della Rocco**, a four-year employee and most recently a senior district sales manager, has been named regional manager.

New employees

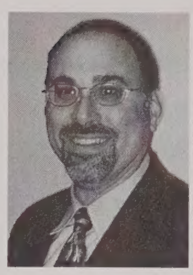
Bio-IT World Vice President and Publisher **Alan Bergstein** comes to IDG from CMP, where he was vice president and associate publisher of *Information Week*. Alan has a B.S. in communications with a marketing concentration from Boston University. He enjoys spending time with his wife and two soon-to-be-teenage daughters and recently returned to drumming after a 25-year hiatus.

Also at Bio-IT World, **Kelly Klagges** has signed on as business manager. She was previously manager of financial planning and analysis at Fairmarket, Inc. Kelly has a B.S. in accounting from Lemoyne College in Syracuse, N.Y. and an M.B.A. from Hofstra University in Hempstead, N.Y. Outside the office she enjoys photography, skiing and sailing.

Previously a systems administrator at Salon.com, **Wade Grubbs** now has a similar post at InfoWorld after working there as a contractor. He has a B.S. in systems science from the University of West Florida in Pensacola, Fla., and spends his off hours playing the guitar and writing and recording his own songs.

Joni Robson joins InfoWorld as sales operations manager. She recently worked as an operations supervisor at Servicor in San Carlos, Calif. Joni has a master's degree in counseling psychology from Notre Dame de Namur University in Belmont, Calif. Outside the office she enjoys designing and making jewelry, specializing in beading and wirewrapping techniques.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.


IDG WORLD UPDATE

Bergstein

JACQUELINE CLAUSE

Grubbs

IDG WORLD UPDATE

Robson

celebrating 10!

Name
Liu Jiuru

Home
Beijing, China

Joined IDG
February 1988

Career path since joining IDG
1988-93, reporter and editor, *China Computerworld*; 1993, deputy editor-in-chief, *China Computerworld;* 1995, editor-in-chief, *China Computerworld*; 1998, vice president, China Computerworld Publishing and Service Co.

Current title
Vice president of China Computerworld Publishing and Service Co., editor-in-chief of *China Computerworld* and president of *Home PC World*. I am also a member of the Standing Committee of the China Computer Association.

Career highlight
I have had an opportunity to visit more than 1,200 overseas computer enterprises and have interviewed many of the industry's leading executives including IBM's Louis Gerstner, Microsoft's Bill Gates, Hewlett-Packard's Carly Fiorina, Dell Computer's Michael Dell, Apple Computer's Steve Jobs; Larry Ellison of Oracle and Yahoo's Jerry Yang. In addition, *China Computerworld* is the oldest and most influential publication focusing on the IT industry and has the largest circulation of any Chinese IT publication. It ranks 7th in China's overall newspaper field with advertising revenue of 320 million yuan (US$38.7 million) in the year 2000, a circulation of 200,000 and a readership of 1.5 million people.

What's kept you at IDG for 10 years?
I enjoy the media industry, and we report the latest IT industry news to our readers. IDG is a world leader in the IT media industry, and I am proud to be a member of it.

Interests outside the office
Reading, writing, playing golf and badminton.

Family
My wife, Jiang Yanqing, and I have a son, Liu Minzhu, 8.

Of what accomplishment at work are you most proud?
We have over 360 employees in our newspaper and I have mentored most of our managers. We run the newspaper according to the needs of the market, and I am proud to say that we have a readership of more than 1.5 million. At present, *China Computerworld* is China's most influential IT newspaper.

Liu Jiuru *was the guest of IDG Chairman* ***Pat McGovern*** *at a celebration honoring his 10 years of service to China Computerworld.*

What skill do you wish you had that you don't have?
I would like to be able to speak English and communicate with foreign friends directly.

One possession you'd grab if your house were on fire?
My family members.

If you won the lottery tomorrow, you would
I would build a highway for my hometown in the mountains of Hunan Province. I am the first one in my village to attend university. I want to do something for the folks in my hometown.

Favorite vacation spot
Hainan Province in southern China.

Your idea of a perfect day alone?
I like to climb the Fragrant Hill in the western suburbs of Beijing, especially in autumn.

Retirement dreams?
Write about what I have seen, heard and experienced in my life.

Manager's profile
"Liu Jiuru has a strong sense of ambition and responsibility. He devotes himself completely to his work and always strives for innovation in the face of strong market competition. Under his leadership, *China Computerworld* has long held the lead in the IT media industry in China. In addition, his experience and wisdom help promote the expansion and development of other businesses in our company. He is a skilled manager and helps ensure the smooth operation of our company. He plays a highly important role in keeping *China Computerworld* in the leading position in its field."

— Shi Huaicheng, president, China Computerworld Publishing & Service Co. and president, China Computerworld

and finally.

The editors of *IDG World Update* would like to thank the people who assisted with this issue:

Leslie Bachand *IDC*
Paul Byrne *Scope Communications*
Jacqueline Clause, *InfoWorld*
Terry Cummings *IDC U.K.*
Catey DeBalko, *IDG Communications*
Jean Gasbarro *IPS*
Libby Levinson *IDG*
Frank Quinn *Scope Communications*
Kristin Shackelford *IDG Games Media Group*
Bryan Smyers *IDG*
Karen Wen *IDG China*
Daisy Yang *IDG China*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/ InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@ idg.com.

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IDC's relaunched intranet quickly gains large, loyal following

IDC employees around the world are voting their approval of the company's newly revamped intranet site with their mouse buttons. Since the year-and-a-half-old site relaunched on Oct. 22, usage by IDC's worldwide workforce has skyrocketed — and currently averages 500 individual users per day, up from approximately 60 per day.

(L-R): **Kirk Mitchener**, *systems administrator;* **Wayne Hetherington**, *data communication systems administrator; IDC Vice President of IS* **Mark Hall**; *Principal Systems Administrator* **Joe Howard**; *Web Technology Systems Administrator* **Tony Arroyo**; *and* **Frank Hare**, Web technology senior systems administrator. Not pictured, **Wes Dotts**, *senior systems administrator.*

PAUL ROONEY

Originally launched in the spring of 2000 with the mission of connecting IDC's almost-1,300 employees scattered in more than 50 offices around the world, InsideIDC.com had fallen short in generating the hoped-for traffic largely due to issues of accessibility.

"One of the most significant improvements provided in version 2.0 of InsideIDC is worldwide access, anytime, anywhere," said IDC Vice President of IS **Mark Hall**, whose six-person team undertook the relaunch, completing the entire project in just over four weeks. "InsideIDC can now be accessed by employees in every IDC office worldwide as well as from hotel rooms, Internet cafes, airport kiosks and home," Hall said.

While the initial focus was on improving accessibility as well as the site's look and feel — which now more closely resembles the company's cus-

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GameStar DVD cover mount boosts circulation, revenue

Dubbed the "jubilee" issue because it was the four-year-old publication's 50th edition, the November issue marked the first time *GameStar* was available on the newsstand with a DVD cover mount. From now on, each month newsstand buyers will be able to choose from GameStars with a DVD, two CD-ROMs or no cover mount at all.

In June, *GameStar* began offering subscribers the option to get their issue with a DVD. The concept quickly caught on: 21,000 subscribers who received the issue with two CDs previously chose the issue with the DVD, and 9,000 new subscribers came aboard directly as a result of the DVD option.

The Jubliee issue posted similarly impressive results, with 30,000 DVD issues going to subscribers and 36,000 DVD issues sold on the newsstand. "The advantage of introducting a DVD issue is to increase the paid circulation, and we make more revenue and profit as a result, since we get almost $1 more for the DVD issue than the regular issue," said Publisher **Uwe Kiel-mann**. who noted IDG Magazine Verlag Managing Director York von Heimburg was a strong advocate of the newsstand DVDs. A regular issue with two CDs is 9.50DM (US$4.60), while an issue with a DVD cover mount is 11.40DM (US$5.00); the "light" version with no cover mount is 6.30DM (US$2.75).

GameStar is No. 1 in the market, with a total paid circulation of 320,000, of whom 83,000 are sub-

continued on page 4

"Let's try it," Munich-style

Business units everywhere are always on the lookout for revenue-enhancing ideas. By taking the pulse of readers to learn what they want, need and think about, *GameStar* in Germany has developed three new initiatives that promote and support the *GameStar* brand – and earn the company additional revenue in the process.

— more on page 4

newsworthy in brief

IDG Japan's LinuxWorld event attracts major vendor support

Linux is such a hot topic in Japan that IDG Japan created two different events to cater to attendee and vendor needs.

Launched in 1999 by IDG World Expo Japan (which has since been folded into IDG Japan), LinuxWorld Expo/Tokyo has quickly become the leading Linux trade show in Japan. It is held at a large venue early in the year, attracting many exhibitors and vendors. Its end-of-the-year counterpart, LinuxWorld Conference and Demo, is conference-oriented and purposely smaller to facilitate product demonstrations.

Last month's LinuxWorld Conference and Demo drew 19,940 system managers, engineers, programmers, and members of the open source community to Tokyo's Shinjuku NS Building.

Last month's LinuxWorld Conference and Demo drew 19,940 visitors.

IDG Japan President and CEO **Setsuro Tamai** said his group was concerned about exhibitor participation and attendee number, considering the tough economic situation facing IT vendors and users. "However, we had major exhibitor support," he said. "For example, Oracle Japan was a driving force in gaining momentum for the fall show. They started shipping new Linux products in order to correspond with the opening day of the show. That kind of vendor participation and new products introduction made an exciting show and provided a good opportunity for people to see what it going on with Linux."

IDG Japan Sales Manager **Genki Uchida** said it took five IDG Japan staffers five months to organize and market the show. IDG Japan holds a monthly meeting of a LinuxWorld advisory board, made up of executives in charge of Linux business at leading Japanese vendors, in order to stay abreast with current Linux industry trends and ensure that the major Linux players are at the show. "This is a great help to us," Uchida noted.

The next LinuxWorld Expo will be held May 29-31, 2002 in Tokyo. For more information, contact Genki Uchida at guchida@idg.co.jp. WU

IDG Japan events in 2002

For more information on events at IDG Japan, go to www.idg.co.jp/expo/

Security Tech Update/Tokyo
March 19-20

Macworld Tokyo
March 21-23

UML Forum/Tokyo
March 26-27

Computer Telephony World Expo/Tokyo, colocated with **ECRM Solution Conference and Expo**
April 24-26

iCe Tokyo, colocated with **XML World Conference**
May 21-23

LinuxWorld Expo/Tokyo
May 29-31

Content Management Tokyo
June 6-7

Genome Business Forum 2002
Sept. 18-20

Integrate Tokyo
Sept. 25-26

IDG signs new license for *PC World Nepal*

IDG this month signed a license with Nepal's largest private magazine publisher which plans to relaunch *PC World Nepal* and add it to its current lineup of travel and tourism titles. Kathmandu-based MD Publishing will produce its first English-language version of the monthly at the end of January.

MD Publishing Managing Director and Publisher **Dhana Pradhan**, who has more than 20 years of experience in marketing, advertising and publishing, said plans call for an initial folio of 76 pages, 16 of which will be four-color. Initially, he aims for an editorial mix of 80% content from IDG, primarily *PC World* U.S., and 20% locally produced.

PC World Nepal will have an initial print run of 3,000 issues, about half of which will be distributed via subscription and newsstand sales and the other half used for controlled distribution and promotional copies.

The publication will face virtually no local competition although there are four or five imported titles primarily from the U.S. and India, according to **Tim Clarke**, vice president of licensing at IDG International Publishing Services.

"I am very impressed with MD Publishing's operation and its dedication to its current publications," Clarke said. "While launching a title is difficult in any market, especially in the current economic climate, I am confident our new partners in Nepal will do a very good job for us and will quickly become profitable once they get through the launch phase." WU

executive Q and A

Deb Goldstein
The president of IDG List Services is this week's columnist. She may be reached at deb_goldstein@idg.com.

> *"List rental is about profit. It brings in 65% to 70% on a dollar. It is an essential component to every IDG publishing business unit's profit. In some cases, it could be responsible for up to a third of its profitability. With that type of reliance on list rental revenue, IDG List Services having such challenges is daunting."*

Q Is the current threat of anthrax contamination of our mail affecting the direct mail, and hence, the list rental business and if so, how?

A The anthrax scare just made tough times even more difficult. First there was the downturn in the economy. Then the events of Sept. 11. This caused a depression in the travel business, which affects the seminar and trade show business. Traditional direct mail is primarily used to drive seminar attendence and trade show traffic. These markets are a large portion of our revenue. So we were already at a disadvantage. But companies were mailing, although at lower levels.

And then came anthrax in the U.S. postal system. This created a collective paralysis in the marketplace. Now, instead of mailing, there was a great deal of uncertainty and some mailers have been reluctant to get back in the game. And some have been brave. This has kept us bouyant!

I just returned from the annual Direct Marketing Association's Conference and every mailer or list broker that I talked to had a story of a cancelled or moved campaign due to current events. And attendence at the DMAC was down 60%!

All direct mail starts with selecting the right list. So if campaigns are down, so is list rental.

Q Are direct mailers right to be cautious?

A The most difficult part of this issue is dealing with the perception vs. the reality. Fear is the distortion of perception into reality. But trust balances fear. So companies with trusted brands should be in the mail. Direct mailers should not be cautious because if they stop, the fear wins and overall as a company, they will not survive. You have to market!

But let's look at the facts:

- Since Sept. 11, the U.S. Postal Service has delivered 35,000,000,000 — that's 35 *billion* — pieces of mail and four have been contaminated.

- Most of the commercial mail received is sorted at private and secure mail facilities — not at USPS mail centers where the contaminated letters were sorted. Not one piece of commercial mail has been contaminated.

Let's put some trust in the public/professional marketplace. If someone gets an envelope from Dell or IBM, it should be opened. And for those brands that are not so recognizable, there are ways to build back the trust.

And my industry is fighting back. I am pursuing several initiatives through aggressive PR campaigns to battle against the negative publicity we're facing to turn this around. Wars are fought on many fronts. This is ours. And we will win.

Q How important is the use of direct mail to the health of IDG publications' rate bases?

A List rental is about profit. It brings in 65% to 70% on a dollar. It is an essential component to every IDG publishing business unit's profit. In some cases, it could be responsible for up to a third of its profitability. With that type of reliance on list rental revenue, IDG List Services having such challenges is daunting. But we are strong marketers, maintain top customer service and we have a positive outlook. It will take some time but we count all small victories, and I am hopeful that the business will recover. It has before and will again.

Q Are there any concrete steps that direct mailers can take to ensure that their mail gets read and not tossed by anthrax-spooked recipients?

A Direct mail is driven by response rates. We are an industry that prides itself on finding creative and innovative ways to get someone to simply open an envelope. And then give them a compelling reason to buy a product or service. So if people are apprehensive about opening an envelope, then mailers will find ways to overcome this issue. I know of one mailer that is buying clear envelopes so you can easily see what is inside. Some mailers are turning to postcards and self-mailers. The Direct Marketing Association has also put out a number of guidelines to mailers on how to creatively treat their direct mail so it gets opened.

The direct mail industry represents $528 billion in sales revenue and more than four million jobs. This is a vital and innovative industry. There have been obstacles such as this before, and I put my faith in the fact that creativity and trust will win in the end.

Q Can e-mail replace regular mail in direct mail efforts? To what extent have you seen an uptick in the use of e-mail as opposed to regular mail for direct mail purposes?

A You really cannot replace regular mail with e-mail. Mediums have different features and you use a medium for the benefit of its nature. Direct mail is graphic, physical, colorful and compelling. It has a solid shelf-life. E-mail is a more direct route to the recipient, has terrific pass-along effect and is a good value, but it not visually compelling and has no shelf-life. The recipient deals with each medium dif-

continued on page 5

Coming up

Town Meeting: State of the LAN/MAN
Dec. 4
A Network World seminar
Marriott Marquis
New York, N.Y.
www.networkworld.com/go/go48.jsp

Town Meeting: State of the LAN/MAN
Dec. 5
A Network World seminar
Sheraton Needham
Needham, Mass.
www.networkworld.com/go/go48.jsp

ComNet Vietnam
Dec. 6-7
Hanoi, Vietnam
www.idgvietnam.com

Town Meeting: State of the LAN/MAN
Dec. 12
A Network World seminar
Hyatt Regency, O'Hare
Rosemont, Ill.
www.networkworld.com/go/go48.jsp

Town Meeting: State of the LAN/MAN
Dec. 13
A Network World seminar
Marriott Metro Center
Washington, D.C.
www.networkworld.com/go/go48.jsp

Macworld Conference & Expo
Jan. 7-11
Moscone Center
San Francisco
www.macworldexpo.com

Next-Generation: Web Services Conference
Jan. 15-17
(An InfoWorld event)
Palace Hotel
San Francisco
www.eventreg.com/nextgen/nextgen_1.htm

IDC Asia/Pacific IT Forum
Jan. 21-22
Singapore International Convention and Exhibition Centre
Singapore
www.idc.com.sg/Apit2002/default.htm

GameStar test-drives five CDs in one special issue

Gaming enthusiasts who try to download games, drivers and patches from the Internet are frequently frustrated by long waits and system crashes. To solve their problem – and try out a new idea to increase revenue — the editors of *GameStar* packed five CDs onto a special issue of *GameStar* that appeared on newsstands Oct. 19.

Previously, the most CD-ROMSs *GameStar* had used as cover mounts was two. **Stephan Scherzer**, a member of the board of *GameStar* parent IDG Magazine Verlag, suggested trying the quintuple CD set as a way to make a big impression on the newsstand and provide useful reader services before the Christmas holidays.

The "Spiele Downloads" (Games Downloads) issue's CDs included gaming tips and tricks, 35 different games with never-before-available modifications that gave the user additional levels and scenarios, 90 patches, 100 of the latest drivers for mother-boards, 3-D graphic cards and sound cards.

The special issue had just 32 pages, including four ad pages, to keep print costs low. With a print run of 40,000, the issue was created primarily for newsstand distribution, but more than 2,000 people so far have bought it through the online store at the *GameStar* Web site (www.gamestar.de).

Half of the print run has already been sold, and Publisher **Uwe Kielmann** expects to sell upwards of 30,000 copies in all.

GameStar took a gamble pricing the five-CD issue so high (19.80 DM, approximately US$10), but it paid off – the publication turned a respectable profit.

"No one has done an issue like this in terms of the content or the CDs, so people were very willing to pay the higher price to get their own copies," Kielmann said. "I am proud of our strong *GameStar* team and all their hard work on this and our other new projects." WU

For more information on any of the *GameStar* projects, contact Publisher Uwe Kielmann at ukielmann@gamestar.de.

Lights, camera, action! *GameStar*'s movie rolls on

As if publishing a monthly magazine weren't enough to keep them busy, *GameStar* staff members also write, produce and star in their own movie. And they have great time – not to mention bring in some extra money for the company in the process.

"Raumschiff ("spaceship") GameStar" is the brainstorm of Chief Editor **Jörg Langer**. The movie can be found on one of the two CD cover mounts that are available with the issue on the newsstand or to subscribers who have chosen to receive their issues with the CDs. Each month for the past four years, staff members don their costumes – anything from space suits to aliens to a Darth Vader-style character —and film a three- to four-minute segment of the evolving story line. IDG Magazine Verlag Managing Director **York von Heimburg** and board member **Stephan Scherzer** have also made guest appearances – in costume.

"It's a way for us to poke some fun at StarTrek/Star Wars-style films and create our own little soap opera," said Publisher **Uwe Kielmann**. The readers have responded enthusiastically, suggesting new plot lines, snapping up posters of some of the cast members that are for sale on the *GameStar* online store and asking if they can buy a model of Raumschiff GameStar (it doesn't exist).

In honor of the 50th issue of *GameStar*, the staff created a boxed two-DVD set that has the all the movie segments from the past four years. Available only on the online *GameStar* store, more than 3,200 sets have been purchased so far at 25 DM ($US12.50), making the venture profitable. WU

GameStar

continued from page 1

scribers. The recent DVD issue boosted the paid circulation to 330,000.

GameStar's DVD is not only one of the few DVD cover mounts in existence, it is also distinctive because it is a mixed-mode DVD (data plus video). It can be used not only on a computer DVD drive but also in regular home entertainment DVD players. Each DVD contains approximately 40 minutes of high-quality video footage about games, events and the newest movie trailers.

The editorial content of the jubilee issue included a review of the past 50 issues and a behind-the-scenes look at the production of *GameStar*. There was also a contest through which readers could win games and high-end PCs and peripherals. WU

IDG

Week of November 26, 2001

Part-time Administrative Coordinator (LST)

IDG List Services has a great opportunity for an energetic, highly motivated Part-time Administrative Coordinator to join their Postal List Rental Department. Responsibilities include order processing, list rental agreements, assisting sales staff, data entry, and general administrative duties. Ideal candidate will have very strong attention to detail, excellent customer service and organizational skills, comfort and aptitude for working with numbers, and an ability to multitask in a fast paced environment. Proficient in MS Office required. Knowledge of the List business, IT, and publishing a plus.
Location: Framingham MA
Contact: C. Cotter, Email: **cydney_cotter@idg.com**

Senior System Administrator (ITworld.com)

ITworld.com is looking for an Energetic, self motivated person with "can do" attitude and good problem solving abilities to provide Lotus Notes, Desktop, Unix, and Network administration support. The ideal candidate should have experience providing support for users, with a mix of Microsoft Windows, Sun Solaris, Lotus Notes and Cisco router administration. In addition, experience with the following technologies are a plus: Oracle, VPN, IPSec, SSL, Network Security, Java, RAID, Vignette, XML, Webgain and Apache. You will be part of a small team that works with a wide range of technologies in mission critical applications. There is always something new to learn. You will work closely with Sr. management, all functional departments, especially the Engineering team.
Location: Southboro, MA
Contact: K. McIsaac, Email: **jobs@itworld.com**

Marketing Communications Manager (BIO)

Bio-ITWorld is seeking a dynamic and creative individual to join the Marketing team. Individual will work closely with the VP of Marketing to implement the marketing plan, including event management, public relations, audience research, competitive research and marketing collateral. Individual will be primarily responsible for copywriting and design of marketing collateral including presentations, brochures, media kits, direct mail, email campaigns and advertising, as well as working with freelance graphic designers and printers. Qualified candidates must have 4-6 years of marketing communications experience in high tech or publishing with demonstrated ability to work in a team environment, make timely and effective decisions, and achieve results! Effective communication skills and the ability to write and edit effectively is essential. Print publishing and launch experience a plus! *Location: Framingham MA*
Contact: J. Snow, Email: **jennifer_snow@idg.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

IDC intranet

continued from page 1

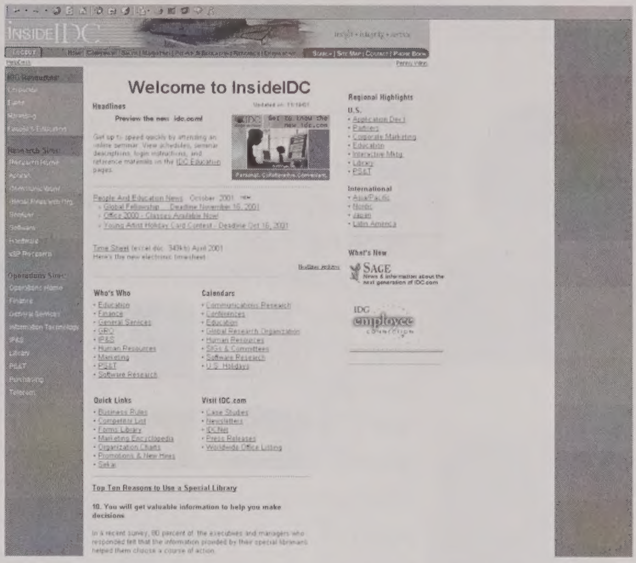
tomer site, IDC.com — Hall noted that two new content resources are proving extremely popular with employees: the Conference Room Scheduler and the IDC Phone Book. Previously, employees wishing to book one of the 20 conference rooms at the company's Framingham office building relied on a calendar kept at the front desk. The new online scheduler allows employees to check on a conference room's availability and book it without leaving their desks.

The online IDC Phone Book allows employees to search the entire IDC worldwide workforce by name, location, job title or department. All employees have edit access to their own profiles allowing them to ensure their information is accurate and up-to-date.

In an effort to fulfill a second key mission of the intranet, Hall said his group has committed to an aggressive schedule of developing and making available various tools to help employees do their jobs better. The first such offering, a promotions management tool for the company's sales and marketing teams, is currently undergoing review and should be available to employees within the next few quarters, Hall said.

Also on tap, InsideIDC will host regional sites for employees in Europe, Middle East and Africa (EMEA) and Asia/Pacific. These sites, currently under construction, are being managed locally with the EMEA site being handled by **Mette Juul**, EMEA interactive products manager based at IDC Nordic in Copenhagen; and the Asia/Pacific site being overseen by **Sujay Bhattacharya**, regional MIS manager for Asia/Pacific based at IDC Singapore. Hall said he hopes the regional sites will debut early next year, although no launch date has yet been set.

A future iteration of InsideIDC.com will provide for personalization of the site based on geography and job function, Hall said. For instance, an analyst based at IDC Japan who logs onto InsideIDC.com will view a custom-tailored home page with information from the Asia/Pacific regional site as well as tools and features of interest to analysts. A sales manager at IDC U.K., meanwhile, will view the EMEA site as a default along with tools and information tailored to the sales function. And while regional information will become the default for employees, all employees will have access to the entire site.



The newly relaunched IDC employee intranet offers anytime, anywhere access to more than 2,500 pages of content.

"An important by-product of this site going forward will be to lessen our reliance on e-mail as a way of communicating and sharing information," Hall noted. "Previously we did not have the processes in place to allow for worldwide sharing of information and tools on an on-demand basis. By allowing an employee in Hong Kong to log onto InsideIDC and search and download a PowerPoint slide from an IDC telebriefing on storage software trends, for example, rather than recreating part or all of the presentation himself because he didn't know it existed in the first place, we will greatly increase efficiency and productivity," Hall said.

For more information, contact Mark Hall at mhall@idc.com.

What's InsideIDC.com?

InsideIDC.com is a collection of more than 25 individual sites created and maintained by various functional groups within IDC, among them Sales and Marketing, Services, Publishing, Research, Finance, Information Technology, the IDC Library and Human Resources just to name a few. In all, the site has more than 100 content contributors and offers employees access to more than 2,500 pages of content.

Among the resources employees have access to on their intranet are the following:

- Worldwide employee phone book
- Conference room scheduler for Framingham, Mass., office
- Human Resources information
- Calendar of upcoming events
- Training and education opportunities
- Monthy highlights from IDC President & CEO **Kirk Campbell**
- Updates from each of IDC's functional groups

and much, much more.

Executive Q&A

continued from page 3

ferently. So the response rates are different. The real power is using them together.

And that is our message in the marketplace, which is a good solution to the issue — to use e-mail and traditional mail in tandem. Send an e-mail to let people know to anticipate a letter in the mail that they should open. Give them an incentive to do so. We have a whole ad campaign devoted to this idea. We call it media synergy and it makes direct response an even more powerful tool. In a weak economy — create power!

We actually have not seen any significant migration or surge in the use of e-mail marketing in light of this issue. My belief is that this is due to restricted budgets and the uncertainty in the marketplace. Our hope is that people are waiting for the crisis to pass and are holding off until January so we could see just a bit of good news at the first of the year. And all good news is welcome!

noteworthy people

IDG WORLD UPDATE

Price

IDG WORLD UPDATE

Coelho

IDG WORLD UPDATE

Dryden-Cook

IDG WORLD UPDATE

Fairlee

MARTYN WILLIAMS

Tanaka

MARTYN WILLIAMS

Nozaki

Promotions

Network World Human Resources Manager **Elizabeth Price** has been promoted to director of human resources. "During her tenure, Elizabeth has added tremendous value in the areas of employment and employee relations, and she has gained the trust and respect of the *Network World* community," said **Monica Brunaccini**, vice president of human resources. "Elizabeth has over 20 years of diverse HR experience, and she is ready and eager to take on this new role. Elizabeth will manage all the day-to-day operations of human resources."

Frank Coelho, Network World business services manager, has been promoted to senior business services manager. "Frank successfully handled the move to 118 Turnpike Road, as well as 120 Turnpike Road and with his team, **Mark Anderson** and **Kevin McMillen**, has enhanced the Business Services offerings and the overall service level," said VP Human Resources Monica Brunaccini. "In his new role, Frank will also oversee the reception function."

Mark Hall, a four-year veteran of IDC, has been promoted to vice president, Information Systems. "During Mark's tenure at IDC, he and his team have created a U.S. infrastructure that is flexible, robust and reliable," said **Mitchell Rose**, IDC chief information officer. Mark currently chairs a weekly meeting with IT colleagues around the world with the mission of replicating the U.S. infrastructure on a worldwide basis. "Mark's team's technical accomplishments are numerous (most recently launching the conference room scheduler, remote access to InsideIDC, IRIS 2.1 and the enhanced phonebook for InsideIDC), and I believe his ability to create a service culture in IT has been the biggest benefit to the company. His team is dedicated to working with IDC employees to ensure each employee has the resources they need to accomplish their job," Rose said.

New employees

InfoWorld Test Center Analyst **Mandy Andress** recently served as president of her own business, ArcSec Technologies. She has a B.B.A. in accounting and an M.S. in management information systems from Texas A&M University in College Station, Texas. Her book on corporate security infrastructure, *Surviving Security: How to Integrate People, Process, and Technology*, was recently published by Sams Publishing. Mandy's interests also include mountain biking, reading and going to the movies.

Jessica Dryden-Cook joins IDG Games Media Group as a *GamePro* copy editor, coming from the University of San Francisco (USF) where she held a similar position and worked as an assistant writer. She graduated from USF with a B.A. in communications and a minor in philosophy. She enjoys traveling to exotic places, learning new languages, writing and telling bad jokes.

IDG Games Media Group has hire **Janice Fairlee** as executive assistant to President/CEO/Publisher **John Rousseau**. Previously a marketing communications coordinator with Nidek, Inc., she holds a B.S. in business/marketing communications from California State University/Hayward. In her free time she enjoys yoga, dance, theater and volunteer work.

IDG Japan has hired **Akihiro Goto** as an editor at *JavaWorld*. He previously worked as an assistant editor of books. He majored in genome science at university and enjoys the rural life of gardening and housebuilding, as well as karate and auto racing.

Previously the supervisor of the marketing staff at a Japanese liquor company, **Rie Tanaka** has been hired by IDG Japan' advertising sales department as a marketing assistant for *CIO* magazine. Away from the office she enjoys music, reading and playing with her dogs.

Returning employees

Kathy Badertscher is now the managing editor of *InfoWorld*, having recently served as editor-in-chief at ITworld.com's LinuxWorld.com. She has a B.A. in English with an emphasis in creative writing from the University of California at Davis. Outside the office, Kathy enjoys working out, playing sports and traveling. This summer she spent five weeks helping a contractor retrofit her 1929 house for earthquakes.

Noriko Nozaki joins IDG Global Solutions Japan as manager of international sales. She previously spent more than three years with IMS Japan K.K., the former exclusive media representative for IDG publications in Japan. She enjoys camping with her family and also makes time for the theater and traveling.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Who's game? Answer the IDG World Update Online Question of the Week

Have you seen the Question of the Week feature on IDG World Update Online (www.idgworldupdate.com)? This week's question is:

Which game platforms are in your house?

- PC games
- Console (Playstation, Nintendo, etc.) games
- GameBoys
- Combination of above
- None

Try it today! You can view the results of previous questions that address IT topics, work/home matters and current events.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23
Laura Kunzmann *IDG Germany*

20
Sheryl Merchant *IDG Global Solutions*

17
Jill Stevens *IDG*

16
Frank Cutitta *IDG*

14
Nikki Manning *IDG France*

13
Sally Reinfeld *IDG*

10
Karen Weiss *Network World*

8
Shelly Reimer *IDG Games Media Group*
Todd Simms *PC World*

7
Stuart Needels *IDG*
Timothy Greene *Network World*

6
Catherine Chabat *IDG France*
Jamie Eckle *Computerworld*
Tim DeMeo *Network World*
Deborah Lovell *Network World*
Lisa Munroe *CXO Media*

5
Diane Bobbit *IDG*
Sherif Gobran *IDG*
Leilani Lopez *IDG Recruitment Solutions*

3
Xavier Lane *IDG France*
Tammy Zelnicker *IT World Canada*

2
Rhonda Goodman *InfoWorld*
Neil Bennett *Digit U.K.*
Karen Leverington *Network World*
Eric Dahl *PC World*

1
Nouara Aftis *IDG France*
Sean Greathouse *Mac Publishing*
Kasey MacMullen *Mac Publishing*
Carlos Felipe Rezk *IDC*
William Joyce *IDC*
Leslie Rempel *IDC*
Ellen Hughes *IDC*
Levent Toros *IDC*
Daniel Fleischer *IDC U.K.*
Vicki Hawksworth *IDC U.K.*
Nikki Basten *IDG U.K.*
Benjamin Camm-Jones *PC Advisor*
Mol Rogier *IDC Benelux*
Heiko Klinge *IDG Germany*
Brett Cough *Network World*
Angelea Norton *Network World*
Thomas Kroon *Network World*
June Harmon *IDG Denmark*
Cheryl Hardy *CXO Media*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

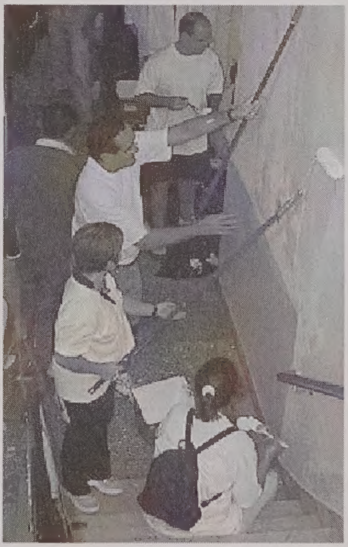
IDC Brazil volunteers lend a hand at São Paulo orphanage

On Oct. 26, the 24 members of the IDC Brazil team, along with **Eric Prothero** and **Daniel Cardamone** of IDC Latin America, volunteered their time at Lar Jesus Maria José, an orphanage in downtown São Paulo that takes care of 54 boys, ages one month to 14 years. The company decided to do a community service project after learning about IDC Latin America's work with Habitat for Humanity (see *IDG World Update* Oct. 29, 2001).

The staff repainted the first floor of the orphanage, which included the cafeteria, two classrooms and a large play room. In addition to helping out with extra hands, IDC Brazil donated several crates of fruit, vegetables and other foods. While many of the group painted and cleaned, others spent the day reading stories and playing with the children. IDC Brazil also arranged to have an architect and plumber donate their services to repair several toilets and construct a small shed outside to house the garbage cans.

IDC Brazil employees said they felt extremely privileged to donate their time and resources to help the orphans at Lar Jesus Maria José. "This small deed gave us a treasured opportunity to reflect on all the wonderful things that we have been blessed with and to remember those less fortunate than us," said IDC Brazil's PS&T Manager **Eleine Bélaváry**, an active volunteer with São Paulo charities and lead organizer of the day. "Our short time at the orphanage truly enriched our lives," added **Ruy Mendes**, Country Manager of IDC Brazil.

Consulting Manager ***Jayr Pimentel*** *and a new friend.*



In white shirts, top to bottom: ***Daniel Cardamone*****,** ***Ruy Mendes*****,** ***Eleine Bélaváry*** *and* ***Karen Bitran****.*

IDC Brazil employees — and the boys — rest after a job well done.

celebrating 10!

Name
Ye Zhongling

Home
Beijing

Joined IDG
Jan. 17, 1991

Career path since joining IDG
1991-93, senior editor, IDC Report; 1993-95 senior editor, *China Computerworld*; May 1993-98, senior editor, *Electronic and Computer Design World*; 1998, editor-in-chief, *Electronic and Computer Design World*.

Current title
Editor-in-chief for *Electronic and Computer Design World*

Most challenging part of your job
My major in college was Russian. When I first entered the electronics field, I found it difficult to deal with all the technical terms.

Best part of your job
I enjoy keeping up with trends in the Chinese market.

What's kept you at IDG for 10 years?
First, I have been involved in electronic field all my life, and I enjoy it. Second, I enjoy working with the team at our magazine.

Best way someone could compliment you on your work?
They say *Electronic and Computer Design World* is one of the best magazines in the IT field. *Market Trends* (I have been in charge of the column for many years) is their favorite column.

Interests outside the office
I am a sports fan and enjoy watching basketball and soccer matches. I also like listening to folk music and reading Chinese classic novels.

Family
My wife Zhu Hua and I have a grown son and daughter and two grandchildren.

Most rewarding thing you've ever done
I was appointed editor-in-chief of *Electronic and Computer Design World* when I was 67. With the efforts of all staff, our magazine has now become a successful one.

Of what accomplishment at work are you most proud?
Our magazine has become one of the most successful magazines in the IT field.

Ye Zhongling *was the guest of IDG Chairman* ***Pat McGovern*** *at a celebration honoring his 10 years of service to the company.*

One possession you'd grab if your house were on fire?
Bank deposit book.

If you won the lottery tomorrow, you would
Save it in the bank.

Favorite vacation spot
Guilin, Guangxi Province.

Your idea of a perfect day alone
I would take a walk in the morning, sip a cup of tea, read a book and watch TV.

Retirement dreams?
Enjoy life and translate technical articles from English to Chinese.

Manager's profile
"Ye Zhongling and I both participated in the launch of *Electronic and Computer Design World* in 1993. Since 1998, we have been in charge of the magazine (I serve as the executive publisher and he as editor-in-chief). In the past four years, our magazine achieved great success, winning many honors such as National Grade A Scientific and Technological Magazine. We cooperate happily, harmoniously, and, of course successfully. Market Trends is the most welcomed column in our magazine and Ye Zhongling has been in charge of the column for years. He is a knowledgeable person and can speak Chinese, English, Japanese and Russian. He works conscientiously and is experienced in editing. Since becoming editor-in-chief in 1998, he has established many good columns and stipulated strict regulations from editing to proofreading. As a result, the work of our editorial department is more standardized and professional."

— Chen Qiuna, executive publisher, Electronic and Computer Design World

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this week's issue:

Leslie Bachand *IDC*
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Mark Hall *IDC*
Uwe Kielmann *GameStar*
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Eric Prothero *IDC Latin America*
Karen Ren *IDG China*
Yukari Sasaki *IDG Japan*
Martyn Williams *IDG News Service*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

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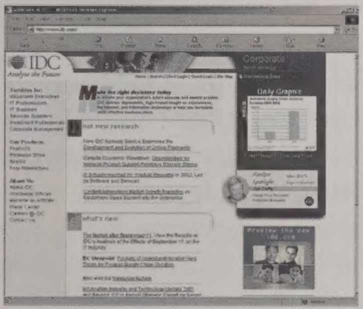
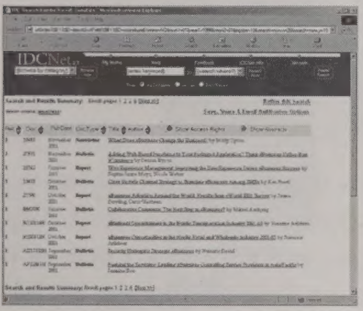
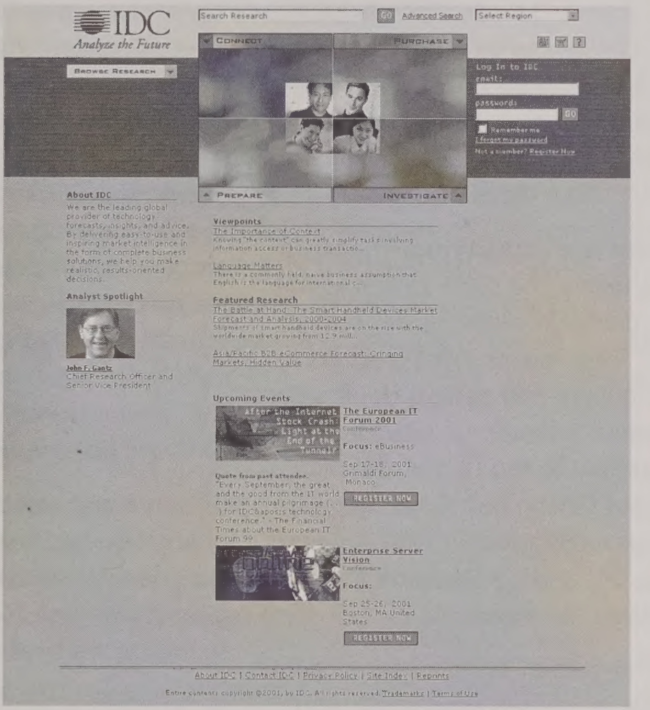
WWW.IDGWORLDUPDATE.COM

IDC's revamped Web site strengthens customer ties







About IDC

We are the leading global provider of technology forecasts, insights, and advice. By delivering easy-to-use and inspiring market intelligence in the form of complete business solutions, we help you make realistic, results-oriented decisions.

Analyst Spotlight

John F. Gantz
Chief Research Officer and Senior Vice President

Viewpoints

The Importance of Context
Knowing "the context" can greatly simplify tasks involving information access or business transactio...

Language Matters
There is a commonly held, naive business assumption that English is the language for international c...

Featured Research

The Battle at Hand: The Smart Handheld Devices Market Forecast and Analysis, 2000-2004
Shipments of smart handheld devices are on the rise with the worldwide market growing from 12.9 mill...

Asia/Pacific B2B eCommerce Forecast: Cringing Markets, Hidden Value

Upcoming Events

After the Internet Stock Crash: Light at the End of the Tunnel?

The European IT Forum 2001
Conference
Focus: eBusiness
Sep 17-18, 2001
Grimaldi Forum, Monaco

Quote from past attendee.
"Every September, the great and the good from the IT world make an annual pilgrimage (. . .) for IDC&apos;s technology conference." - The Financial Times about the European IT Forum 99

Enterprise Server Vision
Conference
Focus:
Sep 25-26, 2001
Boston, MA United States

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IDC's old corporate site (top) and its IDCNet research delivery site (above) have been merged into one bigger and better site (right) offering customers many new features and enhanced search functions. The new IDC.com site went live last week.

When IDC customers logged onto their favorite IT research site last Friday, they found a lot more than they were looking for. Seemingly overnight, the company's research delivery platform, IDCNet, and its corporate site, IDC.com, had morphed into one souped up, feature-laden pipeline to IDC's worldwide research and events.

Eighteen months in the making, the new IDC.com is designed as a one-stop destination for customers who can do everything from downloading the newest report to registering for a conference to searching for research and subscribing to free newsletters. Other new features and functionality include:

- **Personalization**. Users can customize their own "My IDC homepage," selecting to receive notification about new research published within their subscription services. Users may also select to be alerted to new research from individual analysts worldwide and read analyst inquiry responses to specific questions they have posed.

continued on page 5

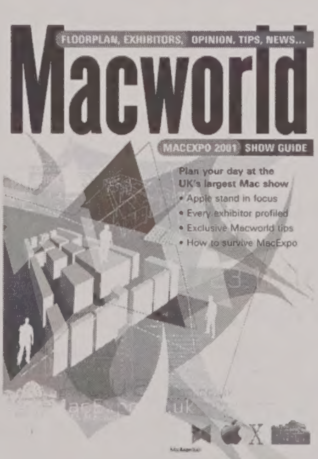
Macworld U.K. wins show guide contract

Introduces redesigned Web site at MacExpo in London

New column

In this issue, World Update inaugurates a new column intended to foster the sharing of hard-won publishing lessons among IDG colleagues worldwide. This week, **Vincent Heeringa**, publisher of IDG New Zealand's *Unlimited*, offers his perspective on what it takes to be an effective editor.

Macworld U.K. registered an important achievement recently when it won the contract to produce the official show guide for MacExpo 2001, held Nov. 22-24 in London. More than 10,000 copies of the guide were distributed at the only Mac-related show in Europe this year that featured Apple Computer as an exhibitor.


FLOORPLAN, EXHIBITORS, OPINION, TIPS, NEWS...
Macworld
MACEXPO 2001 SHOW GUIDE
Plan your day at the UK's largest Mac show
• Apple stand in focus
• Every exhibitor profiled
• Exclusive Macworld tips
• How to survive MacExpo

The show organizer, MacExpo Events Ltd., had provisionally awarded the show guide contract to MarketLink, the company that produced the 2000 guide. However, when Macworld U.K. Group Advertising Manager **Mustafa Mustafa** and Editor-in-Chief **Simon Jary** submitted their proposal, "they practically fell over themselves for *Macworld* to do it as they instantly recognized the value and power the *Macworld* brand would contribute," said *Macworld* U.K. Publisher **Guy Eaton**.

Mustafa said one key element to winning the contract was that *Macworld U.K.* is seen as the most active title in the marketplace, having frequent contact with both readers and advertisers.

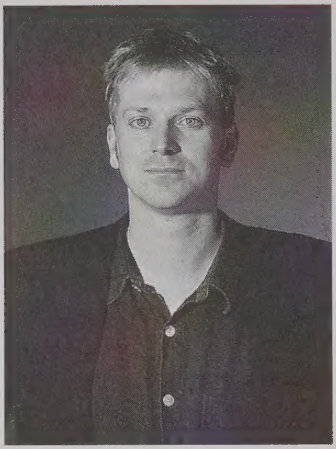
To that end, *Macworld* ran a series of road shows this year – essentially small-scale Mac trade shows – in conjunction with MacExpo organizers and one of the U.K.'s major resellers. With stops in London, Manchester, Leeds and Birmingham, the road shows averaged 800 visitors each and were hailed as a great success by attendees and exhibitors alike, Mustafa said.

continued on page 4

what I've learned so far about...

Being an editor

*In the first of a series about lessons learned in publishing we'll be featuring people from across IDG. This week, **Vincent Heeringa**, publisher of New Zealand's Unlimited, shares some ideas about being an editor.*



***Vincent Heeringa** was the founding editor and is now publisher of Unlimited, New Zealand's best-selling business magazine. Three years old, Unlimited has won or been a finalist in 27 national journalism and design awards (including three times business magazine of the year by Magazine Publishers Association and Quantas Media Awards). Heeringa was twice named editor of the year by the Magazine Publishers Association. Reach him at: vincent_heeringa@idg.co.nz.*

When I started with *Unlimited* I was a simple journalist with one idea. I'm still rather simple, but the idea has now become New Zealand's most awarded and biggest selling business magazine. After three years in the job, here's what I have learned about being an editor.

1. **A passionate editor is a cost saving.** The best editor is one who stands for the same values as the title. I eat, sleep and drink *Unlimited's* main subject, "innovative business."That means I'm always hanging around the right people and getting good story ideas. I share my readers' obsessions without doing extensive and costly research, and I act as the marketing manager without having to pay for fancy marketing advice. A passionate editor will save you a heap in extra costs. Oh, and a passionate editor will fire up his colleagues for free.

2. **Positive outsells negative.** Being a new magazine, *Unlimited* has experimented extensively with the tone and the "look and feel." Here's what has worked so far, both for covers and content. People sell better than graphical images. Photography works better than cartoons. Warm colors work better than cold. Optimism works better than pessimism. Critical is better than cynical. Critical is also better than pandering. In fact, we've settled on an editorial policy. It's called "rational positivity" or "sensible optimism."

> "People sell better than graphical images. Photography works better than cartoons. Warm colors work better than cold. Optimism works better than pessimism. Critical is better than cynical."

3. **Don't hire people, hire *great* people.** I was allowed to hire a deputy editor. Out of a mixture of lethargy and good sense I just kept working hard until the right person became available. It took 15 months. We did the same — waited — with one senior writer and with another, made an instant decision to hire him on the day we heard he'd been fired by a competitor. The result is an enormous saving in cost and a boost in quality. I don't rewrite anymore (they write better than I), they meet deadlines and they are self-starting. In his excellent management book *Good to Great*, Jim Collins warns about simply thinking that people are your greatest asset. They're not. Only great people are. Bad people are a total menace. Wait until you can find great people — then nab them.

4. **We don't need another hero.** Another conclusion of Jim Collins' book is that heroic leaders are worse than useless — they can be very damaging. The times that I have waded in as the great "change agent" have often been the times we've failed. For example, one night I awoke with serious misgivings about a cover design and raced in the next day, stamped my foot and got the image I insisted upon. It flopped horribly. I once organized a conference by myself, thinking it a heroic cause that no one wanted to help me with. It was a below-average event. Subscription drives done at the last minute by me as the heroic publisher, letters to readers done without proof reading, ideas launched without asking my colleagues first — all disappointments. The lesson is this: when you have great people, use them! No one needs to be a hero. A good editor knows his place.

5. **Serve somebody – the reader.** Getting the right orientation has been critical to our success. In every thing we do we ask one question: what's in it for me (i.e., the reader). Here are three simple tests we apply to ensure we have our readers in mind at all times.

a) Do we regularly annoy vendors, businesses and PR people by criticizing their products, bypassing their press releases and telling readers to avoid trouble by avoiding this company/product? Angry letters and threatening advertisers are good news for editors.

b) Ask, ask and ask readers all the time. Do it at parties and in focus groups. Send a pen with your latest issue to 25 random readers and get them critique it. I just completed a very cost-effective e-mail survey: Four friends from different industries e-mailed 100 friends with a simple media survey that took about four minutes to complete, asked questions about business reading habits, which business publications they enjoyed and why, and three specific questions about *Unlimited*. Cost: four bottles of pinot noir. Another idea was to turn our main reader research (a readers' poll) into an annual editorial feature (see October 2001 issue). We now know their favorite restaurant, car, business person and travel preferences. Advertisers love that sort of information, too.

c) Read each other's work and respond as a human being (not as a colleague): "Why, should I read this? Does it make me laugh? Does it help me? Are you asking me to do something with this? What does the V in DVD stand for? " By peer review we ask the "dumb" questions our readers would. WU

Have you learned some lessons along the way in editorial, sales, marketing, production or circulation that you'd be willing to share with colleagues? If so, please contact the editors at world_upate@idg.com.

comments feedback

IDG World Update

The editors of IDG World Update respond to your feedback this week. They can be reached at world_update@idg.com.

Editor **Penny Winn**

For the past few years, *IDG World Update* has solicited reader feedback via a program we call "Editor for a Day." Each week we send out 15 copies of a recent issue of the newsletter along with a pen and ask randomly selected employees around the world to mark up the issue with their thoughts about content, presentation and quality of writing The response to this effort has been great, and we have adopted many of your suggestions (the new column on page 2 in today's issue is just one example). This week, we'd like to use this space to respond to some of the most frequently voiced comments and suggestions.

Editor **Patricia Smith**

Assistant Editor **David Bromley**

How do you get your information?

Over the years the Smith/Winn/Bromley team (which has been with *World Update* 11, 9 and 4 years, respectively) has established a network of contacts at many business units and often these folks will alert us to news or an event that they think should be covered. We also keep up with the various managers' meetings, product line meetings and outside events sponsored by IDG business units. Periodically, we also visit business units around the world. Beyond that, we rely on employees to let us know what is going on locally. Call us or send us a note with the basics. We gladly take on the writing chore, but if you want to submit an article, please do! Even a press release can jumpstart the process. Our contact information appears on the back page of every issue of the newsletter and on IDG World Update Online (www.idgworldupdate.com). We'd love to hear from you.

There's too much U.S. news!

Invariably, the U.S. employees say there's too much international news, and the non-U.S. folks say it's too U.S.-centric. Depending what stories are ready to go at press time, we strive to keep a balance.

I'm not usually interested in reading articles that focus on business units outside my country. Can you do regional editions?

Two of the primary missions of *IDG World Update* are to provide a forum where best practices can be shared among business units worldwide and to foster a sense of unity among employees at far-flung business units. While you may not be interested in the specifics of a particular event in San Francisco or Singapore, you may glean an idea for a unique way of attracting sponsors or registering attendees. Even if you work for a *Computerworld* title you may find that *PC World*'s way of testing covers on the Web is something you might use. And if you simply want to see more news about your own country or region, send us some ideas or talk with your colleagues and have someone contact us.

Why do you publish weekly? I can't keep up!

IDG World Update has appeared in one form or another every Monday morning since **Pat McGovern** first began typing the "Monday Morning Report" more than 30 years ago to keep staff of the newly formed IDC updated on the latest company goings on. Through the years it has evolved to cover activities at the ever-expanding family of IDG companies, and while it has dropped the reports of marriages and vacations, changed names, formats, added some color, published special issues and grown to eight pages, it has never not appeared 51 Mondays out of the year. Now, more than ever, with more than 150 business units and partners around the world involved in publishing, online products, market research and events and expositions, *World Update*'s weekly format is needed to keep up with all the activity.

And should you miss an issue or two, it's easy to catch up online. Since August 1996, *IDG World Update* has been published online at www.worldupdate.com. This fully searchable database contains the full text of every issue since then.

Why don't I ever see information about new employees or promotions at my business unit?

There is no central repository for this type of information at IDG. Many business units have appointed one member of the staff to send employee service anniversaries to us on a monthly basis; if employee anniversaries for your business unit do not currently appear in *World Update*, it is because no one is sending them to us. We would encourage every unit to appoint someone to handle this task on a monthly or bi-monthly basis.

I want to see more articles that give me ideas for doing my job better, such as the "great ideas" that arise from product line meetings.

We want to include more of these, too. If your workgroup tried a new circulation marketing technique that worked especially well, or if salespeople from several IDG publications teamed up to close a big deal, let us know. Your efforts are sure to inspire others in the company to try new techniques and bring improvements to their business unit.

Why don't you send a printed list of IDG job openings to non-U.S. employees?

The Human Resources group in the U.S. maintains an online listing of all job opportunities at U.S. business units. You may view this at IDG.com or link to it through IDG World Update Online or through IDG's intranet, IDG Central (http://idgcentral.com). If you don't have a user name and password for World Update Online or IDG Central, you may request one from IDG Global Communications — there's a form on the home page of each.

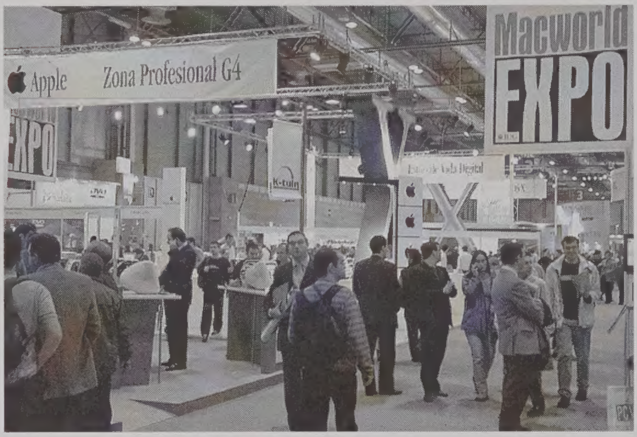
Zabala receives honorary title

Zabala

During the Spanish IT trade show SIMO last month, IDG Spain Managing Director **Francisco Zabala** was honored by the Proyecto Universidad Empresa (PUE), known in English as the University-Company Project. PUE is an organization that provides IT training to university teachers. Zabala was made an honorary vice president in recognition of the leadership he has provided in 19 years with IDG Spain, overseeing excellence in IT publishing.

IDG Spain organizes eighth Macworld Expo

The Mac market in Spain might be the smallest in Europe, but Macworld Expo stood tall last month in Madrid.



Macworld Expo carved out space within the giant SIMO trade show, which began 40 years ago as an office equipment event and is now the largest IT trade show in Spain.

As part of the largest IT show in Spain, SIMO, IDG Spain's Macworld Expo provides a branding opportunity for *Macworld* Spain and a 10% discount off SIMO exhibitor prices for *Macworld* clients. Some 266,000 visitors attended the six-day SIMO show, with 25 exhibitors in the 3,000-sq-meter Macworld Expo area.

Under the direction of Editor-in-Chief **Daniel de Blas**, *Macworld* is preparing for its 10th anniversary next February. It has a paid circulation of 10,000, 70% of the issues are sold on the newsstand. It has remained the clear market leader over its only competitor *MacByte*, which entered the market several years ago after six other competitors dropped out.

For more details on Macworld Expo contact Events Manager **Cristina Hoyos** at crish@idg.es.

Macworld

continued from page 1

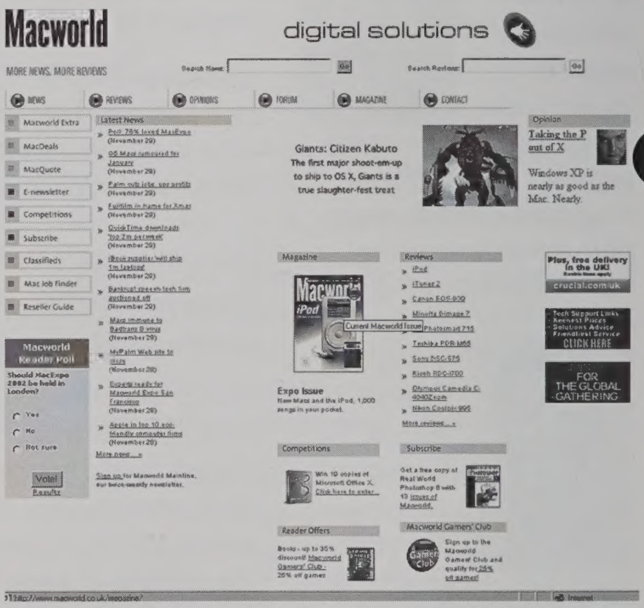
Beyond that, organizers were impressed with *Macworld UK.*'s vision for the show guide. Written by the *Macworld U.K.* editorial team, the guide contains a news section with detailed reports of exhibitors' products, opinion columns, tips and a special feature on the latest version of the Mac OS-X operating system, as well as the usual show floor plans and conference information.

"Show guides are always dull, lifeless affairs that people discard as soon as they exit the venue," Jary said. "We produced this *Macworld* show guide as if it was a proper magazine, with all the editorial values our readers expect every issue. This show guide will be taken home by showgoers, and so has greater appeal to advertisers as well as potential *Macworld* readers."

Eaton said the show guide represents 25,000 GBP (US$36,500) in incremental advertising revenue. The guide prominently displays the *Macworld* brand, and the content in the show guide appears in the November issue of *Macworld*, thus reaching the magazine's full circulation (approximately 35,000) and ultimately a readership of more than 100,000.

Macworld exhibited at the first MacExpo last year — which Apple did not attend – in a small space solely to sell subscriptions. This year the publication had a hospitality lounge built into its stand as a gathering spot for advertisers and exhibitors.

Visitors to the booth not only signed up for subscriptions but also tried out the redesigned *Macworld* site (www. macworld.co.uk).



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Macworld Reader Poll
Should MacExpo 2002 be held in London?
○ Yes
○ No
○ Not sure
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Results

Giants: Citizen Kabuto
The first major shoot-em-up to ship to OS X, Giants is a true slaughter-fest treat

Opinion
Taking the P out of X
Windows XP is nearly as good as the Mac. Nearly.

Magazine
Current Macworld Issue
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http://www.macworld.co.uk/magazine/ Internet

Visitors to Macworld's booth got a chance to try out the publication's newly revamped Web site.

The revitalized site is better integrated with the magazine and more flexible to meet advertiser needs. It has a cleaner look and an OS-X style to complement Apple's current direction. Managing Editor/Online **Gillian Thompson** handled the mechanics of the site, while Art Editor **James Walker** created the look and feel.

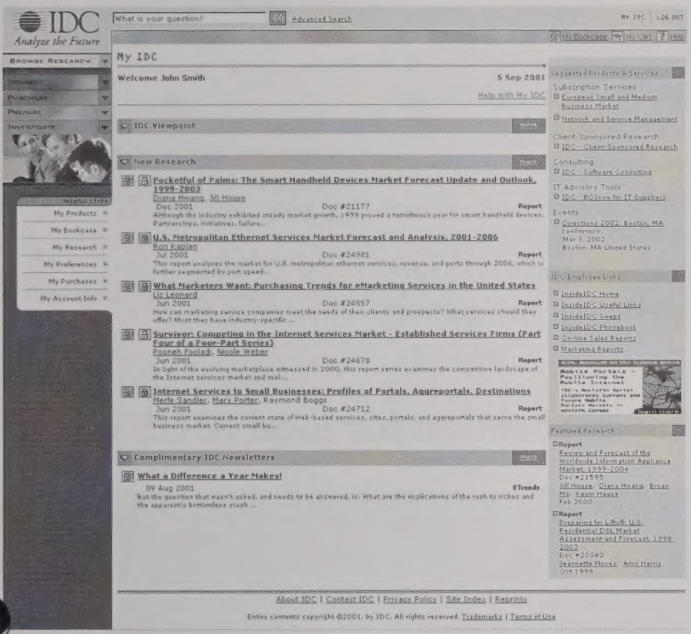
Launched in 1989, *Macworld* U.K. is the largest circulating business Macintosh magazine in the U.K., with an ABC Business Audited circulation of 31,640.

For more information contact Guy Eaton at guy@ idglondon.co.uk.

IDC.com

continued from page 1

- **Bookcases**. Individual and team bookcases allow customers to save links to various pieces of IDC research in a single location sorted on different "shelves" by subject or project.
- **Analyst profiles**. Customers may view photos and find out more about the background and experience of any of IDC's 700 analysts worldwide.



My IDC

Welcome John Smith 5 Sep 2001

Help with My IDC

IDC Viewpoint

New Research

Pocketful of Palms: The Smart Handheld Devices Market Forecast Update and Outlook, 1999-2003
Diana Hwang, Jill House
Dec 2001 Doc #21177 Report
Although the industry exhibited steady market growth, 1999 proved a tumultuous year for smart handheld devices. Partnerships, initiatives, failure...

U.S. Metropolitan Ethernet Services Market Forecast and Analysis, 2001-2006
Ron Kaplan
Jul 2001 Doc #24981 Report
This report analyzes the market for U.S. metropolitan ethernet services, revenue, and ports through 2006, which is further segmented by port speed...

What Marketers Want: Purchasing Trends for eMarketing Services in the United States
Liz Leonard
Jun 2001 Doc #24557 Report
How can marketing service companies meet the needs of their clients and prospects? What services should they offer? Must they have industry-specific ...

Survivor: Competing in the Internet Services Market - Established Services Firms (Part Four of a Four-Part Series)
Pooneh Fooladi, Nicole Weber
Jun 2001 Doc #24678 Report
In light of the evolving marketplace witnessed in 2000, this report series examines the competitive landscape of the Internet services market and mai...

Internet Services to Small Businesses: Profiles of Portals, Aggreportals, Destinations
Merle Sandler, Mary Porter, Raymond Boggs
Jun 2001 Doc #24712 Report
This report examines the current state of Web-based services, sites, portals, and aggreportals that serve the small business market. Current small bu...

Complimentary IDC Newsletters

What a Difference a Year Makes!
09 Aug 2001 ETrends
But the question that wasn't asked, and needs to be answered, is: What are the implications of the rush to riches and the apparently bottomless stash ...

Suggested Products & Services

Subscription Services
☐ European Small and Medium Business Market
☐ Network and Service Management

Client-Sponsored Research
☐ IDC - Client-Sponsored Research

Consulting
☐ IDC - Software Consulting

IT Advisory Tools
☐ IDC - ROInow for IT Suppliers

Events
☐ Directions 2002: Boston, MA
Conference
Mar 7, 2002
Boston, MA United States

IDC Employee Links
☐ InsideIDC Home
☐ InsideIDC Useful Links
☐ InsideIDC Sweps
☐ InsideIDC Phonebook
☐ On-line Sales Reports
☐ Marketing Reports

Mobile Portals - Positioning the Mobile Internet
IDC's Bulletin Series illustrates current and future Mobile Portals Markets in western Europe

Featured Research

☐ Report
Review and Forecast of the Worldwide Information Appliance Market, 1999-2004
Doc #21595
Jill House, Diana Hwang, Bryan Ma, Kevin Hause
Feb 2000

☐ Report
Preparing for Liftoff: U.S. Residential DSL Market Assessment and Forecast, 1998-2003
Doc #20340
Jeannette Noyes, Amy Harris
Oct 1999

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Users can now customize their own My IDC homepage, selecting what information will be automatically provided to them.

- **Local currency transactions**. Customers worldwide may purchase research and pay event registration fees in most local currencies.
- **Searching**. The search feature not only searches for documents on a particular topic, but individual tables and figures within documents.

According to **Cort Isernhagen**, VP, online services, in IDC's Interactive Products and Services group, one of the underlying principals driving the project was "creating a monolithic and pervasive online brand presence for IDC. By consolidating both sites into a single, easy-to-use platform under the IDC.com domain, we are leveraging the strength of the IDC brand. We wanted to ensure that a customer's interaction with IDC online reflected the same high quality of IDC's research."

The new site also helps IDC's customers better utilize the information that IDC provides. "By adding features to the site such as the Team Bookcase, we are encouraging collaboration to occur within our customers' organizations centered around our research and analyst insight," he said. "By adding photos and biographies from analysts around the world, we are also helping to strengthen the analyst/customer relationship. It is always helpful to be able to put a name to a face, particularly when our customers are dealing with analysts around the world."

While primarily designed as a customer site, IDC.com also offers a great deal of free content for Web surfers, Isernhagen noted. An example is the free and extremely popular Daily Graphic feature. Each day a different graphic appears on the home page depicting some aspect of a hot technology market — be it PC shipments in Japan, Internet penetration in Latin America or leading wireless vendors in France. Isernhagen said this image alone averages between 400 and 500 downloads a day and generates a lot of return visits to the site.

The site also adds new functionality for employees. "Depending on their job function, for instance, employees' My IDC pages will be customized to show them tools and useful links for such functions as sales and marketing, research and technical support. This type of functionality brings customer information out of the back office and into the hands of those employees who are working with customers daily," said Isernhagen.

The project, code-named "Sage" at IDC, has been a worldwide initiative. **Mitchell Rose**, IDC's chief information officer, noted, "This project not only represents a new Web site for IDC, but a fundamental change in the workflow within the company. Part of this project included mapping and re-engineering 58 distinct business processes, from Job Postings to Research publishing. As a result of this, we have streamlined a great deal of work and increased communication between our international offices. For example, **Mette Juul** [EMEA interactive products manager] in Denmark and **Florence Gan** [Web content executive] in Singapore participate in daily team meetings to ensure that the site represents the interests of Europe, Middle East, Africa and the Asia/Pacific regions. So, while the project has always been focused on increasing our value proposition to our customers, we have also improved our day-to-day workflows."

According to Rose the new site is just the beginning. "We built IDC.com as a platform on which to build future interactive products. So, while this is a huge step forward, we feel it is just the first step in a journey. And, as one of our customers who previewed it said, 'this site will be the benchmark for all other market research firms' sites'. "

For more information contact Cort Isernhagen at cisernhagen@idc.com. WU

Press releases wanted

As part of an effort to bolster the IT industry's awareness of IDG's geographic diversity and strength, the IDG Corporate Communications Department would like to include more international news in the press releases it generates. Business units worldwide are encouraged to send their own press releases to Corporate Communications to help with this effort. Releases may be sent to IDG Corporate Communications Manager **Sarah Hansen** at sarah_hansen@idg.com. Be sure to send those releases to *IDG World Update* as well (world_update@idg.com) as first step to developing articles for internal use, as well.

noteworthy people

MARTYN WILLIAMS

Hirano

MARTYN WILLIAMS

Ino

CATHERINE SPENCE

Foorde

New employees

IDG Japan's books division has hired **Takayuki Hirano** as executive editor, a title he held at his previous job at ASCII Corp. where he edited books and publications on new technologies. In his free time, as part of his interest in programming, he is learning assembly language.

Chigiri Ino, senior editor with IDG Japan's books unit, previously held a similar title at another Japanese publishing firm where she edited books on multimedia compression technology and e-business. She especially enjoys Chinese movies.

Sales Manager **Adam Foorde** has joined IDG Global Solutions in Staines, U.K. He recently held the same title at VNU Business Publications. Adam earned a bachelor's degree in business and finance from West Kent College in Tonbridge, Kent and lists football, golf, water sports and travel among his interests.

Returning employees

After nine years in a number of senior positions at CMP Media, most recently senior vice president in the Business Technology Group, **Thomas Rousseau** returns to the IDG fold as executive vice president and publisher of InfoWorld. He will be responsible for all sales, marketing and research operations at the San Mateo, Calif.-based weekly. Rousseau held several sales and management positions at IDG, including publisher of the monthly *PC Resource*. He holds a B.A. in marketing and management from Northwood University in Midland, Mich., and an MBA in science of management from Chicago's Lewis University.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDC employees help serve up Thanksgiving celebration for local AIDS group

Nineteen IDC employees were among the hundreds of volunteers who lent a hand at last month's annual Thanksgiving celebration for more than 1,800 Boston-area people living with HIV/AIDS.

Sponsored by the Boston Living Center (BLC), the 14th annual "A Celebration of Life" Thanksgiving Dinner relied on the generosity and support of hundreds of sponsors and volunteers. Held at Boston's Hynes Convention Center, the evening featured a five-course Thanksgiving dinner, entertainment, music and dancing.

IDC Vice President of Consulting **Paris Burstyn**, who along with his wife began supporting this event three years ago, helped organize IDC's volunteer contingent this year. Burstyn said the response from colleagues interested in participating was "really overwhelming; most volunteers signed up within two days. We had to turn away a couple of people because we quickly mustered two full teams."

"It felt good to do even just a tiny thing like checking coats to help these people have a special night," said **Peter Short**, facilities supervisor. "The Boston Living Center did a tremendous job putting together such a huge event and keeping it so well organized using the volunteers."

IDC Research Editor **Daniela Cimino** concurred. "The BLC transformed an empty hall in the Hynes Convention Center into a big, beautiful dining room and made it a special night for everyone. Being part of the IDC team seemed like a great opportunity to be helpful and have some fun at the same time."

*Members of IDC's volunteer contingent include (l-r): **Radha Vichare**, research analyst; **H. Paris Burstyn**, VP, consulting; **Leslie Bachand**, associate HR representative; **Peter Short**, facilities supervisor; **Eleanor Storch**, HR manager; **Warren Childs**, consulting director; **Daniela Cimino**, research editor; **Shiv Bakhshi**, research manager; and **Shabman Sigman**, research editor. Not pictured: **Julie Rahal**, associate research analyst; **Chris Boone**, senior research analyst; **Mike Brennan**, senior research analyst; **Max Flisi**, associate research analyst; **Michele Obrda**, research analyst; **Dennis Philbin**, senior vice president; **Rebecca Segal**, vice president/Consulting; **Jill Toole**, marketing manager; **Molly Upton**, program director; and **Suzanne Woodruff**, facilities director.*

In addition to their time, IDC's employees donated more than $2,000 to the Boston Living Center to help in its year-round outreach, counseling and community services for people living with HIV.

For more information, visit www.bostonlivingcenter.org or contact Paris Burstyn at pburstyn@idc.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25
Claudiney Santos *IDG Brazil*

24
Shirley Horrocks *IDC U.K.*

23
Diane Utano *IDG*

20
Charlie Greco *IDG World Expo*

18
Birgit Götz *IDG Germany*

17
Klaus Uhe *IDG Germany*

16
Andrea Kühler *IDG Germany*
Klavs Andersen *IDG Denmark*

15
Marianne Kraus *IDG Germany*

14
Allison Stamm *IDG Research Services*
Lars Dahmén *IDG Sweden*

13
Mary Ann Doolin *IDG List Services*

12
Carolyn Marsan *Network World*

11
Meryl Salter *IDC U.K.*
Michaela Maack *IDG Germany*
Stefanie Ferstl *IDG Germany*
Jorge Garrido *IDG Argentina*
Lars Jonsson *IDG Sweden*

10
Kristen Kim *IDG*
Marion Bauer *IDG Germany*
Mar Cabanas *IDG Spain*

7
Neal Weinberg *Network World*

6
Jürg Reimann *IDG Switzerland*
Pavel Kraml *IDG Czech*
Alexander Hüls *IDG Germany*
Rune Michaelsen *IDG Denmark*
Sandra Gittlen *Network World*

5
Shigeru Nakabayashi *IDG Japan*
Kate Price-Thomas *PC Advisor*
Ana Mora *IDG Spain*
Tehmasp Parekh *IDC Hong Kong*

4
Daniel dos Santos *IDG Brazil*
Helio Misael *IDG Brazil*
Tanya Bureau *CXO Media*
Kathleen Melymuka *Computerworld*
Gail Balfour *IT World Canada*
Alexander Mohn *IDG Germany*
Kim Hyun-Ju *IDC Korea*
Marianne Gjerlufsen *IDG Denmark*
Maria Jensen *IDG Denmark*

3
Michael Howe *IDC Canada*
Lonnie Szoke *IT World Canada*
Martin Mantel *IDG Germany*
Mette Holst Thøgersen *IDG Denmark*
Hans Mebius *IDG Sweden*

2
Renata Fernandes *IDG Brazil*
Karlheinz Pichler *IDG Switzerland*
Gaby Salvisberger *IDG Switzerland*
Megan Williams *IDC Canada*
Eve Epstein *InfoWorld*
Eugene Grygo *InfoWorld*
Kouichi Kondou *IDG Japan*
Christof Baumgartner *IDG Austria*
Gueorgui Tzvetanov *IDG Austria*
Snjezana Popovic *IDG Germany*
Sergio Barrabes *IDG Spain*
Lars Harkjaer Møller *IDG Denmark*
Søren Bertelsen *IDG Denmark*
Esben Tendal *IDG Denmark*
Károly Mezei *IDG Hungary*
Pernilla Kylfalt *IDG Sweden*
Ola Rehnberg *IDG Sweden*
Joachim Johansson *IDG Sweden*
Peter Hedengran *IDG Sweden*
Amelie Geijer *IDG Sweden*
Michael Guerin *Network World*

1
Celia Santos *IDG Brazil*
Anna Bager *IDC Sweden*
Gabriel Pino *IDC Sweden*
Hanna Ahrlin *IDC Sweden*
David Zajic *IDG Czech*
Steve Dolan *IDG Australia*
Hiroki Tanaka *IDG Japan*
Christopher Talbot *IT World Canada*
Caroline Evans *PC Advisor*
Christopher Leat *PC Advisor*
Silvia Brabec *IDG Austria*
Thomas Mach *IDG Austria*
Peter Hulleman *IDC Benelux*
Wolfgang Kiersch *IDG Germany*
Gerd Rimek *IDG Germany*
Beatrice Voglrieder *IDG Germany*
Isabella Tomalla *IDG Germany*
Sergio Nadal *IDG Spain*
Kinue Ishibashi *IDC Japan*
Sapphire Yang *IDC Singapore*
Selina Ang *IDC Singapore*
Emilia Wasiak *IDC Australia*
Thomas Minarik *IDC Australia*
Park Sung-Lae *IDC Korea*
Carly Kim *IDC Korea*
Bonnie Han *IDC Korea*
Lisbeth Maindal *IDG Denmark*
Andrea Fusco *Network World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG France trio finishes memorable New York marathon

"Fantastic! Magic! Incredible!" The New York City Marathon last month made a big impression on IDG France's **Thierry Bienfait**, **Pascal Gauthier** and **Christian Le Gall,** even though they are no strangers to marathons. "Our goal was not to make record-breaking performances but simply to be real sportsmen participating in an unforgettable event," they said. With New Yorkers determined to persevere after the events of Sept. 11, runners heard a never-ending stream of "thank you" from the crowd and signs with "united we run." Bedecked in their company t-shirts, the trio was powered on by cheers of "Good job, IDG!" and "Go, IDG, go!" They finished with times of 4:25:00, 4:26:00 and 4:32:00, respectively. "Even if we didn't want to boast about our times, we were proud to return to Paris with unforgettable images of an extraordinary marathon," they said.

General Services Manager **Christian Le Gall.**

Layout Executive **Pascal Gauthier** and Copy Editor **Thierry Bienfait.**

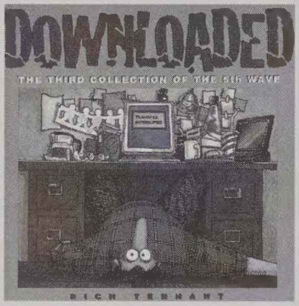
If any IDG employees are interested in running in next year's New York City Marathon, contact Christian Le Gall at legall@idg.fr or Thierry Bienfait at bienfait@idg.fr. WU

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Dec. 24. Fax your creations to 617-423-0712 or send them to world_update@idg.com.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive *IDG World Update* screen sweeps.

Order Rich Tennant's new book for the holidays!



227 cartoons

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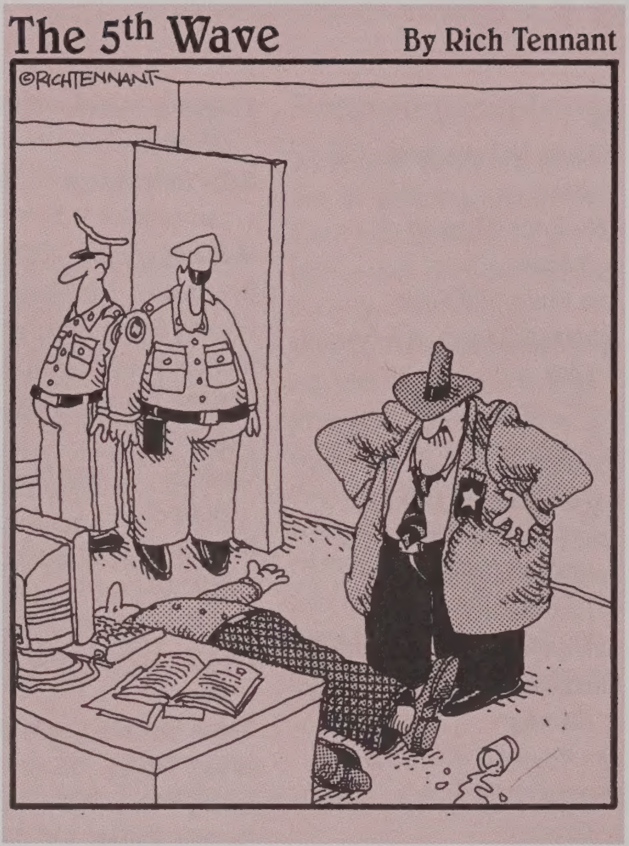
$14.95/Canada
www.amazon.com

Attention IDG editors: To feature Rich Tennant's cartoon series, "The 5th Wave," in your publication, contact The 5th Wave Studio:

rich@the5thwave.com
www.the5thwave.com.



Signs of the times

SUZANNE WOODRUFF

IDC's ongoing branding efforts got a boost this month when the company installed a large sign on one of its two buildings in Framingham, Mass., that is clearly visible from the busy Massachusetts Turnpike. The 5-ft. sign at the 500 Old Connecticut Path building is also lit at night so thousands of drivers can contemplate IDC as they drive to and from Boston each day. Earlier this fall, much improved signs also went up at the entrance of the company's 5 Speen St. building, which fit well with IDC's brand — in terms of color, the addition of the logo and proper font — and include IDC's "Analyze the Future" tagline.

DILBERT® by Scott Adams

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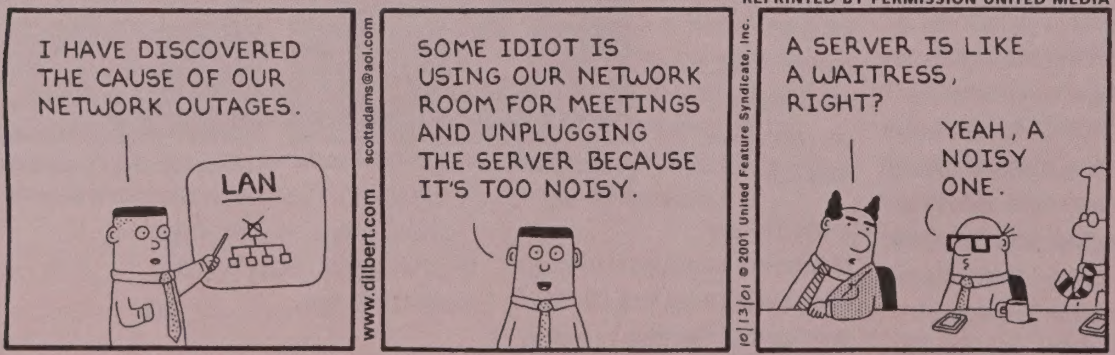
I HAVE DISCOVERED THE CAUSE OF OUR NETWORK OUTAGES.
LAN
scottadams@aol.com
www.dilbert.com
SOME IDIOT IS USING OUR NETWORK ROOM FOR MEETINGS AND UNPLUGGING THE SERVER BECAUSE IT'S TOO NOISY.
10/13/01 © 2001 United Feature Syndicate, Inc.
A SERVER IS LIKE A WAITRESS, RIGHT?
YEAH, A NOISY ONE.

and finally.

The editors of *IDG World Update* would like to thank the following people who provided information and assistance for this week's issue:

Vicki Brown *IDC*
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Ursula Nadador *IDG Spain*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

✓

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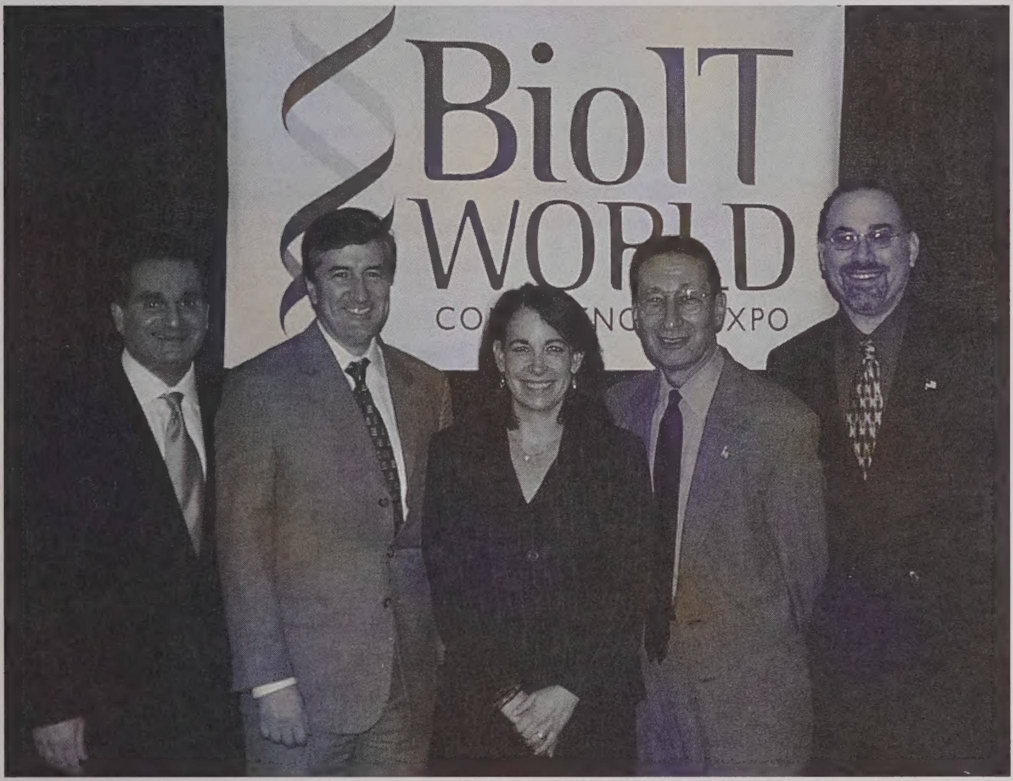
WWW.IDGWORLDUPDATE.COM

IDG prepares to expand into life sciences market

Breakfast briefing introduces bio-IT event, publication and new IDC program



IDG WORLD UPDATE

IDG described its plans for bio-IT information resources during a breakfast briefing earlier this month for 100 representatives of IT and biosciences companies. Among those on hand to meet prospective customers were (l-r): IDG World Expo President & CEO ***Charlie Greco****, IDG President & CEO* ***Kelly Conlin****, IDC Group Vice President* ***Debra Goldfarb****, Bio-IT World President & CEO* ***Morris Levitt*** *and Bio-IT World Vice President and Publisher* ***Alan Bergstein****.*

There's a new frontier to conquer that may dwarf the electronics and computer revolutions before it.

That rapidly evolving frontier is bioscience, driven by the convergence of IT and the life science market. The convergence has led to a new discipline known as bio-IT, and IDG is the first company to mobilize an array of targeted new information resources for the field.

Bio-IT is the infrastructure that helps store, analyze and interpret vast amounts of information for the biotechnology and pharmaceutical industries. New biology-based drug discovery and product development is based on applications such as bioinformatics, genome sequencing, proteomics and computational chemistry. All of these applications require massive computing power that will spur new types of IT products and services and dramatic incremental growth in associated IT markets and technology.

IDC predicts that IT infrastructure spending in the biosciences market will grow from $9.2 billion in 2000 to more than $27 billion in 2005.

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Computerworld's SNW triumphs despite tough economy

At event-time, Computerworld's Strategic Programs & Events team expands to include staff from other departments, allowing the team to maintain a lower year-round overhead. Above (sitting, l-r): ***Kate Davis****, event registration coordinator;* ***Bernice Osborne****, event operations manager;* ***Mike Mutrie****, systems manager;* ***Shari Beranbaum****, administrative coordinator;* ***Nan Jurgelewicz****, conference coordinator. Back row l-r:* ***Rick Ciliberto****, facilities manager;* ***Lynn Mason****, event operations coordinator;* ***Derek Hulitzky****, VP marketing;* ***Ron Milton****;* ***Kevin Downey****, sales/marketing program manager;* ***Leo Leger****, director, strategic initiatives;* ***Michael Meleedy****, group manager, events; and* ***Pam Malingowski****, event registration coordinator.*

Despite three new competitors, the slumping economy and the aftermath of the Sept. 11 attacks, Computerworld Inc.'s recent Storage Networking World came within 5% of last year's profit and revenue marks and attendance was down just 15% from the October 2000 event.

"The large number of users, vendors, industry visionaries, press and analysts at Storage Networking World Fall 2001 is testament to the increasing role of storage network management, interoperability and backup/recovery for organizations worldwide," said **Ron Milton**, VP and general manager of Computerworld's strategic programs and events group. "The Storage Networking World events repeatedly draw impressive representation from the IT and storage communities in terms of the quality

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IDG Australia's Mark Hobson - named top media rep

Mark Hobson displays the award he received last month.

Mark Hobson, associate publisher for IDG Australia's Enterprise publications (*Computerworld*, *CIO* and *Information Age*), last month received the highest independent honor awarded to media advertising representatives in Australia.

Media buyers and marketers across Australia nominate and choose the winners of The AdNews National Media Representative Awards. According to event organizers, this year's 33 nominated media representatives "met the highest standards across the following criteria: contact, punctuality, knowledge of media, understanding of the brief, turnaround time, quality of response and added-value, helpfulness, initiative and personality."

The 10 categories covering various sectors of media can be voted only by media buyers and marketers across Australia. More than 90% of the votes are received from media buyers across the major media networks, smaller independents and ad agency media departments.

Hobson was named "Specialist Press Representative of the Year." He was nominated by Mindshare agency clients who handle the IBM account.

"Mark is a consummate professional," said **Linda Kennedy**, VP of the Enterprise group at IDG Australia. "The fact that the largest IT advertiser singled Mark out for recognition by nominating him says heaps about why *Computerworld* and *CIO* continue to increase market share and improve against the competition. We are very proud that Mark has won the award and cannot imagine a more worthy recipient."

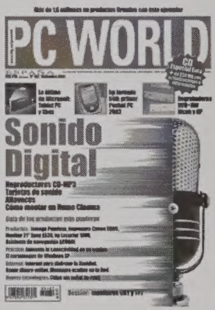
Hobson joined IDG Australia in 1995 as an account executive with the company's Enterprise sales team. He was named associate publisher in 1998. WU

PC World España named one of Spain's best magazines

MAGDALENA SAIZ

Standing, l-r: ***Basilio Rodriguez, Jose Carlos Daganzo, Almudena Alameda, Angel Gonzalo, Maria Ruiz, Daniel Avila, Javier Presa, Javier Pulido, Martín Moncalvillo, Noe Soriano, Arantxa G. Aguilera****. Seated:* ***Santiago Carro, Sergio Saenz, Isabel Campo, Oscar G. Peinado, Ana Gonzalez, Eva Calo, Maria Jose de Cadiz****.*

PC World España has been chosen as one of Spain's best magazines by the readers of *Control*, a 40-year-old Spanish publication focused on media, marketing and advertising.



PC WORLD

Sonido Digital

It was the third time *PC World* has been honored with a *Control* Award in the Best Specialized and Technical Magazine category. This year's third-place finish, behind a features publication and a business title, joins two second place votes in 1997 and 1999.

"We are thrilled to have been honored by this prestigious media magazine's annual awards program," said *PCW* Editorial Manager **Isabel Campo**. "It comes as a gratifying and also well-deserved recognition of the effort, dedication and enthusiasm shown month after month by each and every one of the professionals who create *PC World*."

Launched in 1985 as the first monthly PC magazine in Spain, *PC World España* has had a long-term hold as the country's leading computer monthly publication among professionals in small- to medium-size enterprises. It has a paid circulation of more than 78,000 and a print run of more than 99,000. WU

IDC expands Indonesian presence in midst of growing market

With a population of more than 200 million and an IT market expected to be worth $1.9 billion by 2005, Indonesia is a market that bears watching.

"Jakarta's low IT penetration has great potential for growth in Indonesia," said IDC Malayasia Country Manager **Selinna Chin**, noting that, effective this month, IDC opened an office and added a second analyst to cover this growing market.

For the last six years, IDC has been represented in Jakarta by Analyst **Junaidi Aris** doing research work from his home and reporting to IDC Asia. In October, the company established a local "virtual office" with a postal address, phone number and answering service. This small step increased awareness of the company and generated "lots of inquiries and the first sale of a bulletin on the Indonesian Enterprise Resource Planning market," Chin said. This month, the company's first local office opened for business, staffed by Aris and Analyst **Roosman Fajar**. The office will be part of IDC Malaysia's operation. WU

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For details contact IDC Malaysia Country Manager **Selinna Chin** at schin@idc.com or Account Manager **Hazmi Yusof** at hyusof@idcap.com.

executive Q and A

IDG Games Media Group President & CEO ***John Rousseau*** *is this week's guest columnist. He may be reached at jrousseau@gamepro.com.*

IDG Games Media Group at-a-glance

Location San Francisco

No. of employees 42

GamePro established 1989

Web site www.gamepro.com

Market position *GamePro's* audience of 3.3 million opinion-leading readers has established *GamePro* as the third largest male teen magazine in the country (Teenage Research Unlimited 2001). The magazine provides its audience with an authoritative source for multiplatform video and personal computer gaming information. *GamePro* is the market leader with a circulation of 500,000 (ABC membership applied for in 2000). GamePro.com is the premier online source for gaming information on the Internet.

Recent accomplishments Recent PR efforts have led to *GamePro* being recognized by the international and national media. Press interviews have included the *Switzerland Times Newspaper,* Tokyo TV News, *ABC News, USA Today* and more.

In addition, as traditional banners and badges online wane, GamePro.com's unique new microsites have been strongly supported by Sega of America.

Q How much of a boost will *GamePro* get from the debut of the Microsoft's XBox and Nintendo's GameCube?

A 2002 is predicted to be a strong year for the electronic entertainment industry as a whole. I believe that the entire industry, including *GamePro*, will benefit from the launch of the Xbox and GameCube systems. As a result, we anticipate Microsoft and Nintendo will increase their advertising campaigns in *GamePro* and Gamepro.com as the installed base for these systems grows throughout the year.

Q To what extent do you work with the gaming industry to try and curb the graphic violence or questionable taste of the ads that might come your way?

A In an effort to further educate and inform *GamePro* readers and their families, we implemented PlaySmart and GameProActive. These exclusive resources were created by *GamePro's* editorial staff and are ongoing features in both the print and online versions of *GamePro* magazine.

PlaySmart is a two-page spread in *GamePro* magazine that lists all games reviewed in that issue with their corresponding Entertainment Software Rating Board ratings. PlaySmart is in an easy-to-use format with valuable information, helping readers and their parents to quickly locate games that are appropriate for them. Also included is a complete explanation of *GamePro's* editorial rating system with scores on each game's graphics, sound, control and fun factor.

GameProActive provides access to many non-profit agencies that focus on topics that readers may face, including alcohol, smoking and depression. Agencies featured in GameProActive include Big Brothers and Big Sisters, Girls and Boys Town, Safe Schools Initiative and more. GameProActive is prominently displayed opposite the masthead in *GamePro* magazine and on GamePro.com. These services offer readers a safe place to obtain guidance and information on issues that they may feel uncomfortable talking to their parents or peers about.

We place a high value on social responsibility when screening our ads. In the event that advertisers submit inappropriate materials, we ask them to revise the advertisement. Usually advertisers comply, but in the rare case that they don't we will turn down advertising as a last-resort option.

Q What is *GamePro*'s readership among girls and women? Are you targeting other markets?

A *GamePro's* readership is 96% male, so females make up a very small percentage of our readers. Females also make up a small portion of our industry, but a growing number of teenage girls are proud to call themselves "gamers." We don't look at our readers as guys or girls; we feel girls who play games want the great information that *GamePro* provides just as much as guys do.

We are also focusing on the growing Latino market in the U.S. with a Spanish-language version of *GamePro*. Finally, we will be test-marketing a younger version of *GamePro* for the 6- to 10-year-old crowd and their parents, a "GamePro for Cool Kids" that will be very interactive and oriented for both child and parent.

Q You've had increases in out-of-category ad sales recently. How have you approached non-traditional clients?

A *GamePro* recognizes the importance of diversifying our business unit's revenue streams to supplement traditional category advertising, and to that end we have a Revenue Diversification Initiative program in place. A partial list of non-endemic advertisers include Coca-Cola, McDonald's, Target, Levis, 20th Century Fox, and Disney. Timing is a critical element in closing non-endemic advertisers. We position our sales and marketing efforts in a frequent, consistent and visible manner throughout the planning cycle — which could be anywhere from three to 18 months out depending on the account. Our plan is to take this non-endemic base of advertisers and make them part of our core group of customers.

Q How much mail do you get from readers?

A *GamePro's* audience is very enthusiastic about the magazine and Web site. We receive a tremendous amount of mail — in an average month we could receive 750 letters – and we now receive thousands of e-mails on GamePro.com. *GamePro's* editors try to personally respond to each and every letter. We strongly believe in staying close to readers and customers, and we actively implement their feedback into our products.

Q Favorite game?

A My all-time favorite is the arcade game NFL Blitz. I have one of those in my office!

Biosciences

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"The intersection of life science and IT has created an enormous need for people in those fields to connect with each other, and the time to connect them is now," said IDG President & CEO **Kelly Conlin**. "With our 37-year history of pioneering new markets as a multifaceted information services provider, IDG has the experience, stability and the IT connections and to serve this emerging industry. We're ready to make the investment to be the information resources leader in the bio-IT field."

IDG's three-pronged approach entails events, publishing and research. IDG World Expo is organizing BioITWorld Conference & Expo, to be held in Boston March 12-14, 2002 and in San Francisco Aug. 13-15. A new business unit, Bio-IT World based in Framingham, Mass., will launch a new publication, *Bio-IT World*, and a companion Web site in March and also produce conferences. And IDC is in the midst of rolling out its Bio-IT Infrastructure Service, under the direction of Group Vice President **Debra Goldfarb**, to generate market research products and services and collaborate with IDG businesses to develop a series of executive conferences.

IDG's first public presentation of its entry into bio-IT took place Dec. 6 during a breakfast briefing in Waltham, Mass., for 100 representatives of IT and biosciences companies. IDC, IDG World Expo and *Bio-IT World* co-sponsored Goldfarb's 45-minute overview, "The Bio-Era: Science Impacting the Enterprise IT Market."

Goldfarb emphasized that the bio-IT era is unlikely to mirror the rapid rise and fall of dot-com companies. First, pharmaceutical, agribusiness, chemical, environment and medical companies are part of biosciences' market reach, and they have mature business models. Second, "This isn't a situation where there's a technology looking for an application," she said. "These are applications [bioinformatics, genome sequencing, computational chemistry] that need technology to help them move forward."

According to Goldfarb, there are tremendous opportunities for IT providers and consultants in the bio-IT field, as the biosciences market is experimenting with hardware and software and services to find out what works best. New partnerships are being created among IT suppliers to develop and deliver products for the biosciences community, and one of IDC's missions will be to analyze how these relationships are formed, their potential for success, and how they will be viewed by bioscience end users. Some IT companies, however, are rushing into this space without developing the kinds of products and models that truly fit customer needs, Goldfarb said. IDC, which is the first IT market research firm to cover bio-IT and new biology markets, aims to use its new CIS program to educate the IT providers about the unique requirements of the biosciences market.

For details on the Bio-IT Infrastructure Service contact Debra Goldfarb at dgoldfarb@idc.com.

> *"This isn't a situation where there's a technology looking for an application," she said. "These are applications [bioinformatics, genome sequencing...] that need technology to help them move forward."*
>
> *— Debra Goldfarb, IDC*

Bio-IT World finds a niche

Slated to debut in March, *Bio-IT World* (taglined "Strategic Applications in the Life Sciences") will be the first publication to target the convergence of IT and the life sciences. The few existing publications in the market cater to specific areas such as biopharmaceuticals, drug discovery or genomics.

Bio-IT World will cover bio-IT technology and applications developments, bio-IT case studies, economic analysis and industry news. Of the top 100 advertisers in the existing biotech titles, very few are IT companies. To that end, *Bio-IT World* will be an important targeted marketing channel for IT and bioinformatics companies to reach potential customers.

Bio-IT World is based in Framingham, Mass. For more details contact Bio-IT World President **Morris Levitt** at morris_levitt@idg.com.

BioITWorld Conference & Expo keynote features Dr. Eric Lander

*IDG World Expo's BioITWorld team includes (front, l-r): **Ryan Colby**, senior sales manager/Emerging Events Group; **Brooke Selby**, director of public relations; **Beth Wickenhiser**, PR coordinator; **Lauren Davis**, conference manager. (Back, l-r): **Dennis Hart**, sales manager; **Tim Treman**, sales manager; **Heather Meninno**, conference coordinator; **Dan Wiseman**, marketing manager; **Joe Bulkin**, marketing coordinator.*

BioITWorld Conference & Expo will be the first event for bioscience professionals that focuses exclusively on how IT is transforming the life sciences field. The event targets the influential buyers of IT for pharmaceutical and life sciences companies, C-level decisionmakers of those companies and academic and government researchers.

Exhibitors are rapidly signing on. Among the 45 to date: IBM Life Sciences, Hewlett-Packard, Sun Microsystems, Compaq and Inforonics (all of whom are platinum sponsors) as well as CuraGen, Rosetta Biosoftware and *Science* magazine. Dr. Eric Lander of MIT's Whitehead Institute, a world-renowned contributing author to the human genome mapping project who also serves on the event's advisory board, will deliver the opening keynote. Other featured speakers include Compaq CEO Michael Capellas and Eli Lilly CIO Roy Dunbar.

According to Senior Sales Manager **Ryan Colby**, BioITWorld Conference & Expo will be a long-awaited meeting place for representatives from the IT and life sciences fields. "Pharmaceutical reps tell us they'd love to get a pitch from IBM, and IBM say it wants know the challenges the pharmaceutical people face so they know how to build equipment that solves those problems," he explained. "At BioITWorld, they'll be able to make those connections."

For more information contact Ryan Colby at ryan_colby@idg.com or go to www.bioitworld.com.

IDG

December 17, 2001

Web Editor (BioIT)

The Web Editor will report to the EIC and be responsible for planning and managing all Web news and feature coverage and overseeing all other editorial issues relating to the Web. Duties will include overseeing daily coverage, managing edit pieces, projects, industry database, working with the EIC in negotiating content and partnership deals and being the edit point person on site design issues. The Web Editor will be a key member of the editorial management team that oversees both the Web site and the print magazine. The successful candidate must have excellent editing and writing skills, in-depth Web knowledge and experience in the high tech and/or biotech markets; proven experience launching and managing a web-based editorial property as an adjunct/complement to a print-based publication; ability to work well with others and manage inter-departmental teams.
Location: Framingham, MA
Contact: S. Brown, Email: **susan_brown@idg.com**

Senior Technology Editor (BioIT)

The Senior Technology Editor will report to the EIC and be responsible for the management and coordination of all IT print and online coverage relating to BioITWorld. Duties will include determining the scope and direction of technology coverage, conceptualizing, assigning and editing a wide range of material from breaking news, discussion forums and special editorial reports. This role will also involve working with other senior editors, improving work processes and developing new print and online IT content. The Senior Technology Editor will be a key member of the editorial management team that oversees both the Web site and print magazine. The successful candidate must have excellent editing and writing skills, expert IT knowledge and experience in the high tech and/or biotech markets. Ability to work well with others and manage inter-departmental teams is essential.
Location: Framingham, MA.
Contact: S. Brown, Email: **susan_brown@idg.com**

Associate Editor (BioIT)

The Associate Editor will report to the Senior Technology Editor and be responsible for writing and editing product review, writing and editing news and features, creating on-line editorial copy for the Web and creating editorial content for the magazine's ancillary products. The successful candidate must have excellent editing and writing skills, thorough IT knowledge and experience in the high tech and/or biotech markets with proven ability to produce and edit quality copy to a sophisticated audience. Must be self-motivated and team contributor. *Location: Framingham, MA*
Contact: S. Brown, Email: **susan_brown@idg.com**

Executive Editor (BioIT)

As Executive Editor of Bio-IT World, you will assume the responsibilities for day-to-day operational management of Bio-IT World, including planning, execution and quality oversight of the publication. You will work closely with the Editor-in-Chief to set the strategic direction of the publication. As Executive Editor you will manage writers, be an active member of an idea group, and write and/or edit features or columns as time permits. Skills that will contribute to your success in this important role include command of our readers' needs and preferences, the ability to quickly spot major strengths and weaknesses in feature drafts, and adeptness at helping others problem solve. Collaborative and coaching abilities will be valuable for working effectively with a wide range of staff and other managers. The ideal candidate will have a minimum of 10 years of journalism experience, five years of management experience, excellent editorial skills and a thorough understanding of the role of applied technology in business and Biotechnology settings. *Location: Framingham MA*
Contact: S. Brown, Email: **susan_brown@idg.com**

Account Manager, Bio-Informatics (BioIT)

Bio-IT World has an exciting opportunity for a talented and motivated sales professional to join a fast-growing start-up. The Account Manager's main responsibility will be to sell print advertising and buyer's guides and other products as they become established, concentrating on medium and small accounts as well as various specialty categories. In this position, you will be responsible for prospecting/cold-calling new clients and supporting those that you establish as customers. This is an inside sales position with direct quota responsibility. Demonstrated closing skills and collaborative, creative problem-solving ideas are necessary. Clear understanding of the bioinformatics field, computer industry knowledge and a 1-3 years inside/outside advertising sales experience are a must for this position. In addition, this person must have excellent communication, organizational, presentation, and negotiation skills. *Location: Framingham MA*
Contact: J. Snow, **Email: jennifer_snow@idg.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Director/VP, Custom Publishing (CXO)

Due to our expanding Custom Publishing business, CXO has an immediate opening for a seasoned CP professional. This individual will be responsible for sales and new business development of custom magazines. Overall responsibilities include strategic consulting and management and implementation of sold projects with P&L responsibility. Requires 10+ years sales experience with at least 3 years custom magazine experience and the ability to work with senior level contacts. *Location: Framingham MA*
Contact: P. Reilly, Email: **preilly@cxo.com**

Marketing Solutions Project Manager (IDC)

Group Overview: IDC's Global Marketing Solutions (GMS) team is seeking a project manager with web-marketing experience to manage integrated marketing projects and relationships with leading IT companies. IDC GMS is a collection of independent IDC content and services packaged specifically for marketing program delivery and coupled with powerful lead generation capabilities. **Responsibilities and Clients:** The GMS project manager will work with IDC's sales and consulting organizations to build and deliver top quality creative solutions to generate leads and help build brand equity for clients while maintaining IDC's commitment to always providing independent and accurate information. Clients served include the marketing, partner and sales organizations of leading and emerging IT vendors, telecommunications and services firms worldwide. In addition, this individual will work with analysts and writers to repackage content as well as collaborate with the internet products team to prepare content for online delivery. You will also have the opportunity to contribute to IDC strategy including the identification of new offerings to meet client requirements. *Location: Framingham MA*
Contact: **idc_jobs@idc.com**

Corporate Communications Assistant (IDG CSC)

International Data Group (IDG) is seeking a highly motivated, take charge professional to provide a high level of administrative support to the Corporate Communications Manager in Boston, MA. Responsibilities include general administrative support including managing the department budget, maintaining subscription and mailing-house databases, coordinating travel and expense reports, handling all incoming and outgoing calls, filing, maintaining a monthly communications report as well as other special projects. This position includes interaction with senior members within the company as well as customers and vendors. Candidate must be extremely organized, able to multitask and be persistent in follow-up. Candidate must possess proven time management skills and have experience researching issues using the Internet. Excellent written and verbal communication skills required and college degree preferred. Ideal candidate will have 3-4 years of strong administration experience. PC skills in Word and Excel 97 is required and knowledge of Lotus Notes and Power Point 97 is preferred. This is an extremely busy, visible position. *Location: Boston MA*
Contact: Email: **ccjobs@idg.com**

Sales Associate (ICI)

IDG Communications is looking for an energetic Sales Associate to join the Framingham, MA office. The Sales Associate will work closely the Vice Presidents of Business Development, as well as, the Directors of Interactive Ad Sales, aiding them with all facets of sales support. Primary responsibilities include: coordinating sales meetings and events, arranging travel itineraries, preparing sales presentations, gathering support information, handling internal and external correspondence, and providing overall administrative support. This position also requires frequent interaction with all members of the company as well as with clients and business relations partners to assist them with questions, problems, or concerns. Candidates must be flexible, detail oriented, and possess strong organizational skills in order to manage multiple priorities. Strong computer skills (MS Word, Excel, PowerPoint and Lotus Notes) along with a strong customer service orientation required. Prior sales support experience within the publishing or media industry preferred.
Location: Framingham MA
Contact: J. Snow, Email: **jennifer_snow@idg.com**

Regional Sales Manager (IFW)

InfoWorld Media Group seeks highly motivated, achievement-oriented sales professional to create a strong presence in the New York/New Jersey markets. Core responsibilities include creating and developing new accounts, and growing existing accounts by selling all of InfoWorld's on-line, print and sponsorship product offerings. Will posses a keen understanding of the technology sector and InfoWorld's position and value in that market. The winning candidate will be a highly effective communicator and negotiator with proven track record of customer oriented selling success and great reputation among advertising decision-makers.
Location: Paramus NJ
Contact: Email: **susan_brown@idg.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Marketing Manager (ITW)

ITworld.com is seeking an experienced and creative marketing professional to join our growing company. Working closely with the VP of Marketing & Audience Development, this individual will be responsible for implementing corporate marketing plans and strategies to support our growth in the broadband interactive marketing arena. The primary responsibilities include copy writing, web site content development and design coordination, developing presentations, sales literature, public relations, direct email campaigns, as well as working with freelance graphic designers and printers. Close collaboration with the Sales team to determine requirements is necessary. Individuals will also be responsible for supporting our webcast marketing activities on an as-needed basis. Qualified candidates must have 4-6 years experience in high tech or publishing, with a demonstrated ability to work in a dynamic, high energy environment. Proven success in setting, meeting and exceeding goals is essential, as well as strong interpersonal and communication skills. PageMaker or Quark, Power Point, and Office skills are necessary; graphic design skills are a plus. *Location: Southboro MA*
Contact: Email: **jobs@itworld.com**

Sales Operations Specialist (NWI)

NWI's Events Group is seeking a Sales Operations Specialist. Reporting to the Sales Director/Strategic Partnerships, this individual will work closely with the Events Sales team in preparing RFPs, presentations and researching and qualifying prospective sponsors. In addition this individual will be responsible for the sale of NWI's onsite training classes. To qualify you must have excellent customer service, communication skills, attention to detail and strong organizational skills. The successful candidate will have previous event or sales experience with some account management skills. Proficiency with the Microsoft Office package, contact databases, QuarkXpress and HTML is required. *Location: Southboro MA*
Contact: Email: hotjobs@nww.com

Sr. Director of Sales (NWI)

Network World is seeking a senior level, sales management professional to set the direction and strategy of our expanding Events business. Reporting to the VP of Events, this position will be accountable selling at a very high level and for overseeing and directing all sales planning and activity. Individual will be responsible for developing the sales strategy and implementing a sales plan including tools and systems to achieve revenue goals and increase market presence. Individual will lead and manage two distinct sales teams on the East and West Coast and work closely with the NWI Print and Online Sales leaders. Qualified candidates must have IT and/or events experience and be regarded as a highly effective leader. Minimum of 8 years sales experience combined with 5 years successfully managing a sales team required. A proven record emphasizing brand association, being customer and solution focused, and meeting aggressive deadlines is required. Strong communication, interpersonal and negotiation skills a must. Availability for extensive travel required. *Location: Southboro MA*
Contact: Email: **hotjobs@nww.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Computerworld 2002 events

Premier 100 IT Leaders
March 3-5
Marriott Desert Springs Resort
Palm Desert, Calif.

SNW Spring
April 3-5
Marriott Desert Springs Resort
Palm Desert, Calif.

SNW-EuroStorage
June 5-7
Noga Hilton
Cannes, France

SNW Fall
Oct. 28-30
Renaissance Orlando Resort
Orlando, Fla.

SNW Tokyo (IDG Japan)
Nov. 27-29
Tokyo International Forum
Tokyo, Japan

Storage Networking World

continued from page 1

and the number of attendees. This season's event is no exception, and we're pleased to provide an environment that fosters productive relationships and innovative thinking during these challenging times."

Held Oct. 21-24 in Orlando, Fla., Storage Networking World's 1,450 registered attendees were able to browse the offerings from 82 sponsors/exhibitors and attend any of 30 different conference sessions. Once again, Computerworld and the Storage Networking Industry Association (SNIA) teamed up to organize the very popular Interoperability Lab in which $25 million worth of hardware and software from 50 companies was made to operate as if in a single virtual corporation. An engineer was hired to manage the technical aspects of the lab and more than 100 engineers from the various participating companies, all dressed in the same SNW IO Lab shirts staffed the lab, offering demonstrations and answering questions. According to Milton, incompatibility between vendors and their products is rated by 80% of IT users attending SNW as having had a negative impact on their businesses. The lab received the votes of 78% of attendees as being a valuable component of the education at SNW.

Computerworld is now in the third year of its long-term partnership with the SNIA that includes the production of two U.S. Storage Networking World conferences per year and endorsement of print and online custom publishing storage initiatives. Internationally, Computerworld produces SNW-EuroStorage and licenses the SNW brand to IDG Japan, which produces Storage Networking World/Tokyo (see articles below).

For more information, contact Ron Milton at ron_milton@computerworld.com or go to www.computerworld.com/snw.

Storage Networking World expands to Europe

During one of the most difficult times in recent U.S. history, a subset of the Computerworld events team was in Seville, Spain, producing the first-ever Storage Networking World event on European soil.

As the world was learning of the terrorist attacks against U.S. targets, the second of the three-day event was coming to a close. The six members of the Computerworld events team hastily set up a crisis support center and began providing attendees with hourly updates from dedicated Internet and satellite TV hookups.

Although the expo portion was shut down on Sept. 12, the final day of the event, organizers decided to forge ahead with the tutorial sessions with U.S. speakers on that day.

Held Sept. 10-12, Storage Networking World — EuroStorage attracted 350 attendees from 10 European countries, 20 sponsors, 11 participants in its Interoperability Lab and media coverage from 20 European publications. Encouraged by the success of this event, SNW will next expand to France with an event planned for Cannes June 5-7.

Participants at the Seville event included **Ron Milton**, VP and general manager, Strategic Programs and Events; **Leo Leger**, director, Strategic Initiatives; **Bernice Osborne**, event operations manager; **Mike Mutrie**, systems manager; **Nan Jurgelewicz**, conference coordinator; and **Michael Meleedy**, group manager, events.

Second SNW/Tokyo registers major growth

Thanks to the efforts of IDG Japan Sales Manager **Nobuo Iehara**, Sales Representative **Mieko Mori** and the rest of the IDG Japan events staff, last month's two-day Storage Networking World/Tokyo was bigger and better than the event's successful debut in January. The show drew 8,826 attendees, an increase of 3,602, and had 52 exhibitors and 59 conference sessions, technical tutorials and free workshops compared to the 37 sessions of the conference-centered program in January. Major exhibitors included IBM, Hitachi, BMC Software, EMC, Sun Microsystems, NEC and Sony.

SNW/Tokyo has evolved into a full exposition and conference format.

Robert C. Gray, research director for IDC's Worldwide Storage Systems Research, provided detailed analysis of the long-term prospects for the storage market in one of the three keynote sessions.

For more details see the English page link at www.idg.co.jp/expo/snw or contact Public Relations Manager **Kimiko Niwa** at kniwa@idg.co.jp.

noteworthy people

IDG WORLD UPDATE

States

IDG WORLD UPDATE

Cordoza

IDG WORLD UPDATE

Odell

Promotions

Research Analyst **Thomas Meyer,** who recently celebrated his second anniversary with IDC U.K., has been promoted to Expertise Centre Manager, European Enterprise Servers. "Tom will be heading up our server research in Europe," said VP European Systems Group **Martin Hingley**. "Most recently he has been running our research into the SIAS and appliance server areas, including heading up our Server Extensions program. He is widely respected for his knowledge about this important market and provides excellent in-depth analysis for our clients."

Daniel Fleischer, a research associate at IDC U.K., has been promoted to research analyst. "Since joining in November 2000, Daniel has been successful in establishing the quarterly appliance server tracking process and has published a number of cutting-edge bulletins that have helped IDC to quickly become a recognized source on this emerging market," said VP European Systems Group Martin Hingley. "Daniel has gained in-depth knowledge of the appliance server market and the spearheading of the research has enabled us to add a variety of new clients in the last year."

Previously *Network World's* production manager, **Greg Morgan** has been promoted to senior production manager. "Greg has done an outstanding job of organizing the weekly production cycle," said **Ann Finn**, senior director of production. "He has automated many of the functions performed to ship the book each week, which gives us maximum efficiency with the shipping process and greater control over the quality of the book. Due to all of his efforts, pre-press costs have been reduced by over 70% in the past few years. I am happy to say that it is a rare occurrence that we have a complaint from an advertiser due to a production error. That is in no small measure due to the energy and creativity Greg has shown in revamping the production process."

New employees

Capel States joins IDG's newest business unit, Bio-IT World, as VP of sales, coming from Line56, an e-business publisher where he was associate publisher. He graduated from Boston University with a B.S. in marketing and enjoys sailing and furniture making.

Also new at Bio-IT World is VP/West **Alan El Faye**. He was previously the publisher of Cahners Business Information's *Broadband Week* and has been involved in six magazine start-ups at three publishing companies. He earned a B.A. in psychology from Kent State University in Kent, Ohio, and an M.A. in behavioral science from California State University. His goal: "to stay healthy enough to chase my 11-year-old daughter's future boyfriends away."

Jesse Cordoza joins IDG Central Services in San Francisco as the new receptionist for the IDG business units at 501 Second St. He worked for Central Services on a temporary basis during the summer and prior to that as a graphic designer for Sci-Fi Matters and as a production coordinator for CMP Media. He is looking into studying animation, an area that expands upon his multimedia and digital audio interests.

Previously a purchasing agent with Fisher Development, Inc., **Adriana Gil** joins IDG Global Communications in San Mateo, Calif., as an office assistant. She holds an associate's degree in computer business from Heald Business College in San Francisco and enjoys snowboarding and kickboxing in her off hours.

CXO Media welcomes **Jeff Odell**, who recently held a similar position with CMP Media. He will be based at IDG's 501 Second St. office in San Francisco. Jeff has a B.S. in graphic communication from California Polytechnic State University in San Luis Obispo and enjoys surfing and deep sea fishing.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

InfoWorld, IPS team up for giving tree

IDG WORLD UPDATE

*Santa's elves at work. (L-R): InfoWorld Sales Associate **Debi Rieser**, IW Regional Sales Administration Manager **Laurel Peddie**, IPS Office Manager **Hara Stein**, IPS Network Administrator **Jonathan Baron**, IPS Licensing Administrator and Support Manager **Jean Gasbarro** and IPS Financial Coordinator **Michele Nealand**.*

Teamwork resulted in a brighter Christmas for one Boston family in need, thanks to *InfoWorld's* Eastern regional office and IDG International Publishing Services, home to the IDG News Service, *IDG World Update* and IDG's licensing division.

The two IDG suitemates shared a giving tree this year, and the 32 employees donated warm clothing and toys to a young mother and her two children from a local Head Start program.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20

Mike Masters *CXO Media*

19

Rick Ciliberto *Computerworld*
Steve Josselyn *IDC*

18

Micaela de Almeida *IDG Hong Kong*

16

Mary Gibbons *IDC*

15

Hélène Fily *IDG Global Solutions*

14

Mary Lester *CXO Media*
Lucinda Borovick *IDC*
Karen Timons *IDC*

13

ob Stave *Network World*
Piero Todorovich *IDG Italy*
Jay Novak *IDG World Expo*

11

Sagrario Fernandez *IDG Spain*
Richard LePage *Mac Publishing*
Harriet Karas *IDC*

10

Walter Manninen *CXO Media*
Mauro Calderara *IDG Italy*
Eva Villalba *IDG Spain*
Cristina de Hoyos *IDG Spain*
Catey DeBalko *IDG Communications*
Stephen McClure *IDC*
Rosemary Trettel *IDC*

9

Tina Pescaro *CXO Media*

8

Maureen Molloy Holmes *IDC*

7

Cynthia Laird *CXO Media*
Elizabeth Martinez *Network World*
Joan Olson *Computerworld*
Michelle Vittori *Computerworld*
Seana Dowling *IDC*

6

Len Ganz *CXO Media*
M. Jose Fernandez *IDG Spain*
Rita Baynash *IDG Australia*
John McArthur *IDC*
Janis Dempsey *IDC*
Julie Kinsman *IDC*
Diane Elhilow *IDC*
Barbara Irving *IDC*
Leona Ching *IDG Executive Forums*

5

Sean Landry *Network World*
Tamako Ashida *IDC Japan*
Laurie Marinone *Computerworld*
Wataru Satomi *IDG Japan*
Takashi Okimoto *IDG Japan*
Christopher Hoffman *IDC*
Ellen Friedman *IDC*

4

Tanya Bureau *CXO Media*
Kristin Baker *Network World*
Frederick Broussard *IDC*
Patricia Murphy *IDC*
Regina Walker *IDC*
Lisa Ritchie *IDC*
Joseph Howard *IDC*

3

Ashok Karan *IDC Australia*
Michele Zarella *Network World*
Maria Ruiz *IDG Spain*
Paul Kitchen *PC Advisor*
Laura Hilliard *IDG Global Solutions*
Dawn Daggett *IDC*
Alex Manfrediz *IDC*
Paul Rooney *IDC*
Jennifer Read *IDC*
Jim Forbes *IDG Executive Forums*

2

Rachel Lo *IDC Singapore*
K.H. Lee *IDC Korea*
Jeffrey Schwartz *Network World*
Judith Tyler *Network World*
Laurel Spencer *ITworld.com*
Bob Whiting *ITworld.com*
M. Jose Nuñez *IDG Spain*
Nicole Gerlsbeck *IDG Germany*
Constanze Wegener *IDG Germany*
Ralph Sheridan *IDC U.K.*
Anthony Bourne *InfoWorld*
Weber de Souza Carneiro *IDC Brazil*
Margaret Um *IDG Communications*
John Cooney *IDG*
Kaitlyn Greene *IDG World Expo*
Merle Sandler *IDC*
Rena Bhattacharyya *IDC*
Gregory Dyer *IDC*
Daniela Cimino *IDC*
Lavayne Harris *IDG Executive Forums*

1

Mike Millette *CXO Media*
Rebecca Monto *CXO Media*
Stephanie Overby *CXO Media*
George Lee *CXO Media*
Douglas Jaffe *IDC Singapore*
Kit Yau *IDC Hong Kong*
Joyce Pang *IDC Hong Kong*
May Fung *IDC Hong Kong*
Caitlin Horgan *Network World*
Michelle Barbera *Network World*
Cheryl Murphy *ITworld.com*
Lee Salem *ITworld.com*
Javier Jimenez *IDG Spain*
Joachim Joestingmeier *IDG Germany*
Terry Cummings *IDC U.K.*
Lisa Gould *IDG Australia*
Rebecca Sharry *IDC*
Brenda Casey *IDC*
Travis Glasson *IDC*
Jorge Romani *IDC*
Meena Almaula *IDC*
Josh Friedman *IDC*
Katherine Burgess *IDC*
Danielle Dion *IDC*
Lee Bilodeau *IDC*
Chris Hart *IDC*
Ryan Fitzgerald *IDC*
Susan Funke *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Network World volunteers at food bank

Several Network World employees and family members sorted food at the Greater Boston Food Bank last month. (Standing, l-r): President and Editorial Director ***John Gallant*** *and his son J.T., Director of Human Resources* ***Elizabeth Price****, Senior Media Development and Operations Manager* ***Sharon Stearns****. (Kneeling, l-r): Melissa Zarella and Director, Event Development* ***Michele Zarella.***

Paris office relocates

The IDG offices formerly at Immeuble La Fayette (IDG France, IDC France, IDG Global Solutions/Paris and the IDG News Service's Paris bureau) have moved to:

IDG Communications France
5, rue Chantecoq
92808 Puteaux cedex
France

Main tel: +33-1-41-97-6161

Brazil fax change

The commercial department fax numbers for IDG Brazil in São Paulo are now:

+55-11-3078-4022
+55-11-3168-5876

celebrating 10!

Name
Lü Zhenbo

Home
Beijing

Joined IDG
December 1989

Career path since joining IDG
December 1989-97, coordinator and proofreader, Advertising Department at *China Computerworld;* 1997-present, assistant director, General Editorial Department of *China Computerworld.*

Current responsibilities
I am in charge of the processing of all editorial and ads in our newspaper. I have the final say regarding the location of editorial and ads for every page according to the needs of customers.

Career highlight
Working in cooperation with several technicians affiliated with Beijing University I developed a piece of software for processing text and ads that has drastically reduced errors and saved the company money. Previously, this was a manual process.

What's kept you at IDG for 10 years?
I like that IDG is a global company. We have a good team at *China Computerworld*, and everyone works well together. In addition, the profits and revenues of our company keep going up year by year. I love my job.

Family
My wife, Song Yujun, and I have a son Lü Bojun who is 6.

What strengths do you bring to the job?
I have a good memory. I am a logical and quick-thinking person. I seldom make mistakes during work.

One possession you'd grab if your house were on fire?
My family members.

Last good deed
I donated money to support two kids going to school in mountain areas. I was born in a rural area, so I know the life there. I am ready to help those who live in poverty-stricken areas any time.

If you won the lottery tomorrow, you would
I would save half of it in the bank and donate the other half to charity programs.

Your idea of a perfect day alone?
Climbing the Fragrant Hills outside of Beijing.

***Lü Zhenbo** was the guest of IDG Chairman **Pat McGovern** at a celebration honoring his 10 years of service to the company.*

Favorite vacation spot
Although I have been to Hong Kong, I seldom have the chance to travel due to my work. So it is hard for me to figure out the ideal place, but I would say any place abroad.

Retirement dreams?
Enjoy life and travel.

Manager's profile
"Mr. Lü joined *China Computerworld* in 1989 and has been engaged in coordinating the process of editing and publishing of the newspaper. He is responsible, conscientious, patient and careful, making sure everything is in good order. He has done a great deal to guarantee the timely publication of every issue of our newspaper."

— *Liu Jiuru, vice president of China Computerworld Publishing and Service Co. and editor-in-chief of China Computerworld*

The staff of IDG World Update would like to wish everyone at IDG a very happy holiday season.

The next issue of World Update, our annual Year in Review, will appear on Dec. 31. The next regular news issue will appear Jan. 14.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this week's issue:

Selinna Chin *IDC Malaysia*
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Diane Lieberman *Bio-IT World*
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Kimiko Niwa *IDG Japan*
Karen Ren *IDG China*
John Rousseau *IDG Games Media Group*
Magdalena Saiz *IDG Spain*
Brooke Selby *IDG World Expo*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/ InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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